



College of The Albemarle Procedure

Procedure Number: 2.3.10.1

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Title: Media Relations

Related Policy: 2.3.10 Public Relations

Division of Responsibility: Communications and Marketing

The Office of Communications and Marketing serves regional media and the communities that depend on those outlets for current, accurate, and relevant information. The president and director of communications and marketing are the official spokespersons of the College. Media shall contact the director of communications and marketing for all College related inquiries. Faculty and staff who are contacted directly by media representatives shall inform the Office of Communications and Marketing immediately.

Faculty and administrative staff interested in news media coverage of particular events should submit publicity requests at least two weeks in advance. Communications and marketing staff will coordinate media coverage and prepare press releases as needed based on the submitted information. Press releases are disseminated to media outlets and publicized internally through various media as appropriate and as determined by the director of communications and marketing. Communications and Marketing staff adhere to the guidelines of the Associated Press Stylebook when writing press releases and Public Service Announcements.

June 13, 2023

June 13, 2023

N/A

Date Approved by President's Leadership Team

Date of Last Review

Date of Last Revision