

**GUAM COMMUNITY COLLEGE
Board of Trustees**

MEDIA RELATIONS

WHEREAS, the College's image as perceived by the community is of the utmost importance to the Board of Trustees; and

WHEREAS, the Board of Trustees believes that a coherent image of the College must be presented to the public at all times in print, social media, digital (to include online/internet) and broadcast media; and

WHEREAS, the College relies on community support to effectively carry out its mission; and

WHEREAS, articles, news stories, editorials, blogs, vlogs, broadcast and digital programming and social media affect the way in which people regard the College, its programs, faculty, staff and students; and

WHEREAS, the College logo must be on all print, video and social media/electronic materials that promote the College.

NOW, THEREFORE, BE IT RESOLVED, that it is the policy of the Board of Trustees that all ~~broadcast, electronic and print items~~ print, social media, digital (to include online/internet) and broadcast media that promote the College must be approved by the President's Office, Communications and Promotions, before release to the public; and

BE IT FURTHER RESOLVED, that responses to media (both traditional and non-traditional) inquiries regarding institutional position on issues, events, policies or programs will be handled by the President, Chairperson of the Board of Trustees, or the Assistant Director for Communications and Promotions. College employees who receive inquiries from the media are to direct the inquiries to the Assistant Director for Communications and Promotions, President's Office; and

BE IT FURTHER RESOLVED, that the College's communication with the media will, at all times, remain on a professional level.

Amended & Adopted: _____, 2021
Resolution ____-2021

Amended & Adopted: April 8, 2016
Resolution 4-2016

Amended & Adopted: September 5, 2008
Resolution 24-2008

*ensure that it reads
"online / internet"*

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Adopted: July 20, 1994
Resolution 51-94

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Resolution 51-94