



## **501 POLICY - Institutional Contacts with News and Advertisement Media**

### **501.1 Statement of Policy**

Redlands Community College shall provide accurate information regarding the College to news and advertisement media. The Office of Public Communications and Marketing, operating under the direct guidance of the President, is designated as the official institutional contact for all news media and all advertisement media. All official institutional statements issued to news media shall be issued by, or under the direction of, the Office of Public Communications and Marketing.

### **501.2 Approval from the Office of Public Communications and Marketing for Media Inquiries**

All inquiries from news media and advertisement media shall be referred to the Office of Public Communications and Marketing for response. All media advertisement in the name of the College or its affiliates shall be approved, in advance, by the Office of Public Communications and Marketing.

### **501.3 Exception to Policy**

This policy shall apply only to official statements and advertisements issued in the name of the College. It shall not apply to statements or opinions expressed by an individual which are clearly personal and not institutional.

Adopted March 1995  
Revised February 2002  
Revised December 2010  
Revised November 2017



**501 PROCEDURE - Institutional Contacts with News and Advertisement Media**

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