



## Administrative Procedure

Name/Subject	Outreach to the Media
Procedure Number	<b>902.03</b>
Date Adopted	11/26/2024
Date(s) Reviewed/ Revised	

To ensure accuracy, as well as consistency, of the College brand and messaging, the Director of Marketing & College Relations will provide oversight for in-person, print, and electronic media outreach by the College, including, but not limited to, news and press releases, print advertising, public speaking engagements, and radio or tv interviews. Routine in-person outreach events are exempted from this procedure.

All promotional materials designed for public distribution shall be channeled through the Director of Marketing and College Relations for review, including direct mail, print materials like flyers and brochures, and video ads to ensure the College's brand standards are met and non-discrimination information is included.

Information about brand standards, logo use, etc. is available to employees on GHC's intranet and the media submission form (<https://intranet.ghc.edu/departments/iecr/marketing/media-submissions-approvals>) can be used to communicate with the Director of Marketing and College Relations regarding media outreach.

The Director of Marketing and College Relations will also have oversight of the College's homepage, [ghc.edu](http://ghc.edu), and shall oversee the College's primary social media channels. Webpage updates should be submitted via the media submission form to the webmaster ([webmaster@ghc.edu](mailto:webmaster@ghc.edu)) by the department's web content manager or other employee designated to disseminate department information. If the updates requested will impact the homepage of the website ([ghc.edu](http://ghc.edu)), the requestor should note this in the request and email [publicrelations@ghc.edu](mailto:publicrelations@ghc.edu) to ensure the request meets the requirements for homepage updates. The exception to this would be during times of emergency or weather event where important communications about health and safety maybe be communicated by those designated to do so. GHC's web content managers will maintain the web pages assigned to them in line with the College's overall brand standards and web practices.

Social media channels associated with Grays Harbor College must be approved by the Director of Marketing & College Relations prior to use; and must follow the College's Social Media Policy and Procedures ([OP 903](#) and [AP 903.01](#)).