

2.3.2.2. Procedure: OFTC Communication with the Media

The Office of Marketing and Public Relations serves as the primary source of public information for the College. The dissemination of all informational material issued to the media for, by, or in the name of Oconee Fall Line Technical College must have prior approval by this office. All statements made to members of the media or any outside agency regarding the policies, procedures, and/or practices of Oconee Fall Line Technical College must be cleared through this office.

The Office of Marketing and Public Relations is also responsible for coordinating the preparation and placement of news releases concerning programs, special events and activities. Individuals in photographs must be identified and releases obtained when appropriate.

The Office of Marketing and Public Relations is also responsible for coordinating the development, placement, and purchase of broadcast or print advertising for all departments within the College. Advertising used to promote the College must include a statement of equal opportunity following guidelines set forth by the Technical College System of Georgia.

For advertising or requests by the media for information or a quote on behalf of the college, please contact the Office of Marketing and Public Relations.

To initiate or submit a press release and obtain the necessary Photo/Video Consent & Release Form (for use with guests/individuals not attending or employed by OFTC), visit the Marketing page on the OFTC SharePoint site and complete the necessary request forms.

Adopted: August 23, 2012

Reviewed: February 28, 2013, February 24, 2014, March 19, 2015, March 17, 2016, March 23, 2017, March 21, 2018, February 25, 2019

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