

**Williamsburg Technical College
PROCEDURE**

SECTION F – DEVELOPMENT AND PUBLIC RELATIONS

Title DISSEMINATION OF INFORMATION TO THE PUBLIC	Number F-2.1
Division of Responsibility President – Development and Public Relations	Approval Date Page 1/21/2021 1 of 1
Approval Vice President _____ President _____	Supersedes Procedure No. F-2.1 Date 2/3/14

PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED, THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY. THIS DOCUMENT DOES NOT CREATE ANY CONTRACTUAL RIGHTS OR ENTITLEMENTS. THE AGENCY RESERVES THE RIGHT TO REVISE THE CONTENT OF THIS DOCUMENT, IN WHOLE OR IN PART. NO PROMISES OR ASSURANCES, WHETHER WRITTEN OR ORAL, WHICH ARE CONTRARY TO OR INCONSISTENT WITH THE TERMS OF THIS PARAGRAPH CREATE ANY CONTRACT OF EMPLOYMENT.

- I. Should a member of the administration, staff, faculty, or student body desire to inform the general public of a significant event or occurrence of widespread interest in a timely manner, he/she should notify the Director of Public Information as far in advance as possible since deadlines of various media may vary widely.
- II. After having received notice of such an event, the Director of Public Information shall consult with the originating source about the best alternatives to follow in disseminating the information and will be guided by professional standards and budgetary considerations in publicizing the event.
- III. All official news releases, public service announcements, and display advertising will be distributed by the Director of Public Information to the media. A draft of each release and ad will be reviewed by the originating party prior to distribution to the media. If revisions are needed, the originating party will indicate such changes on the draft. If no changes are noted regarding the press release or ad, it will be forwarded to the appropriate media outlets by the Office of Public Information.