

**GUAM COMMUNITY COLLEGE
Board or 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, digital programming and social media affect the way people regard the College, its programs, faculty, staff and students; and

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

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

BE IT FURTHER RESOLVED, that responses to media inquiries from both traditional and non-traditional 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: March 26, 2021
Resolution 3-2021**

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

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

**Adopted: July 20, 1994
Resolution 51-94**