

METROPOLITAN COMMUNITY COLLEGE

DISTRICT REGULATION

2.20070 DR

PUBLIC COMMUNICATIONS

2.20070 DR

Coordination and supervision of advertising, media relations, and publications will be the responsibility of the district director of marketing services.

I. Advertising

- A. Print and electronic advertising will be produced or approved by the local coordinator for marketing communications or the director of marketing services.
- B. Placement of print advertising will be the responsibility of the local coordinator for marketing or communications or the director of marketing services.
- C. Placement of electronic advertising will be the responsibility of the director of marketing services.
- D. Advertising costs will be charged to the budget of the requesting unit.

II. Media Relations

- A. Media relations for district wide events, programs or services will be the responsibility of the director of marketing services. When events, programs or services affect only one campus, the local coordinator for marketing or communications will be responsible.
- B. Media inquiries will be directed to the local coordinator for marketing or communications or the director or the director of marketing services.

III. Publications

- A. Production of publications requires the approval of the director of marketing services or the local coordinator for marketing or communications.
- B. Costs associated with the production of publications will be charged to the budget of the requesting unit.
- C. When possible, publications will be printed on district equipment by district personnel.
- D. Production of publications using outside assistance requires prior approval by the director of marketing services.

Approved: Chancellor  
April 24, 1975

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