


PROCEDURE MANUAL

 ARIZONA WESTERN COLLEGE	PROCEDURE 211.1		
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	Last Revision Date:	10-23-91	
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Section:	Administration	Subject:	Public Information

PURPOSE

The College's public information program communicates the events and activities of the College to current and prospective students and to the general public.

PROCEDURE

1. The Director of Public Relations and Marketing directs the public information program.
2. All materials intended for mass distribution, broadcasting, or mailing to inform students or the general public about College activities and programs must be prepared or approved by the Office of Public Relations and Marketing. This includes advertisements, catalogs, calendars, brochures, concert and theater programs, recruiting materials, posters, fliers, and news releases.
3. If no one is available from the Office of Public Relations and Marketing, approval is obtained from the appropriate Vice President.
4. Personal correspondence; instructional materials; materials prepared only for on-campus use; and semester schedules prepared by instructional units are not subject to approval by the Office of Public Relations and Marketing.
5. The Office of Public Relations and Marketing is responsible for clear communication to the public of all information. The Office prepares a *Style Guidelines* to assist in the preparation of correspondence and publications.
6. The Office of Public Relations and Marketing is responsible for establishing and maintaining relationships with the media.