



COLLEGE COMMUNICATIONS POLICY

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C. DEFINITIONS

College Community: includes all employees, students, board members and users of the College and any other person who is contractually obligated to comply with this policy.

Communications: The dissemination of official information related to the College including but not limited to College activities, plans, positions or events through any medium, to members of the College Community, the Media or the public at large.

Crisis: An event or events that could bring about real or perceived harm to the College, its students or employees.

Crisis Communications: Communications with the College Community or with the public and/or other external agencies during a time of crisis.



7. Only designated spokespersons, as directed by Public Affairs or the Senior Management Team, may speak on behalf of the College.
8. MCQ within the Public Affairs Division is responsible for official College Communications with news media. Any requests for official statements on behalf of the College are to be directed to MCQ. MCQ will work with the appropriate faculty members and/or College administrators to provide key messages and statements to the Media through a designated spokesperson. Tw 1.0i 0 Td [(56128 0