

Public Relations

It is the responsibility of all employees to maintain excellent public relations with everyone we serve. However, all press releases and other forms of public information should be submitted to the Marketing Department for final composition and distribution.

The following procedures have been established to handle public information (news releases, feature stories, and other events that warrant contact with the media, public or campus at large).

The Marketing Department will work with each department to maximize opportunities for positive publicity. To do so, departments are asked to submit announcements, photo opportunities, event information, etc prior to all event occurrences.

1. Email the event details including what is happening, who is involved, when it is happening, where, etc. to nccpr@nashcc.edu. Communications, distribution, photos, release date and other details will be discussed once information is received in the PR email box. Examples: club fundraisers, department news, club/organization news, campus visits, class or organization outings and other activities.
2. The information should be submitted at least one week prior to the event in order to assure maximum distribution.
3. Calls coming into the College from representatives of the media will be routed to Marketing Department. They will respond or will refer to the appropriate employee for additional information as needed. Employees are not authorized to speak to the media on behalf of the college unless the Marketing Department refers the media member directly to another college employee. Without exception, in all instances, college employees are to consult the Marketing Department prior to speaking with the media.