



COMMUNICATIONS AND MARKETING

Effective Date: July 9, 2009

Responsible Office: Office of Alumni & Public Relations

Division: Division of Institutional Advancement

I. PURPOSE/OBJECTIVE

To ensure that institutional policies, positions and responses of Grambling State University are accurately and effectively communicated through interviews, news releases, and news conferences.

II. STATEMENT OF POLICIES

University Communications and Marketing is the organization within Grambling State University responsible for all interactions with the news media on behalf of the administration. This includes coordination of information relating to general University news or topics requiring an institutional response. Additionally, this office is responsible for the coordination of news releases as well as arrangement of news conferences. The Division of Institutional Advancement, through its Office of Communications and Marketing, assures accurate, consistent and timely delivery of the institution's communication.