

**GUAM COMMUNITY COLLEGE  
Board of Trustees**

**MEDIA RELATIONS**

**WHEREAS**, the College's image as perceived by the community is of the utmost importance to the Board of Trustees; and

**WHEREAS**, the Board of Trustees believes that a coherent image of the College must be presented to the public at all times in print, social, and broadcast media; and

**WHEREAS**, the College relies on community support to effectively carry out its mission; and

**WHEREAS**, articles, news stories, and social media affect the way in which people regard the College, its programs, faculty, staff, and students; and

**WHEREAS**, the College logo must be on all print, video and social media/electronic materials that promote the College;

**NOW, THEREFORE, BE IT RESOLVED**, that it is the policy of the Board of Trustees that all broadcast, electronic and print items that promote the College, must be approved by the President's Office, Communications and Promotions, before release to the public; and

**BE IT FURTHER RESOLVED**, that responses to media inquiries regarding institutional position on issues will be handled by the President, Chairperson of the Board of Trustees, or the Assistant Director for Communications and Promotions. College employees who receive inquiries from the media are to direct the inquiries to the Assistant Director for Communications and Promotions, President's Office; and

**BE IT FURTHER RESOLVED**, that the College's communication with the media will, at all times, remain on a professional level.

**Amended & Adopted: April 8, 2016  
Resolution 4-2016**

**Amended & Adopted: September 5, 2008  
Resolution 24-2008**

**Adopted: July 20, 1994  
Resolution 51-94**