

---

WEST HILLS COMMUNITY COLLEGE

RELATIONS

---

NEWS MEDIA RELATIONS

Representatives of the local press, radio and television are an important link in the communication chain between the District and the community. The maintenance of good working relationships with media representatives is essential to meeting those objectives of the district-community relations which require the support and cooperation of the news media.

It shall be the responsibility of the Director of Marketing (Public Information Official) to represent the District in relations with the media.

Board approval date: \_\_\_\_\_