

UNIVERSITY PROCEDURES
TEXAS A&M UNIVERSITY-CORPUS CHRISTI

61.99.99.C0.01 **University Information**

Approved July 27, 1998

Revised July 29, 2013

1. Responsibility for external affairs, news media relations and the general information program of the University rests with the Office of the Vice President for Institutional Advancement.
2. The Director of Public Affairs and Communications manages internal and external communications on a daily basis; prepares and releases University news to local, state, and national news media; and coordinates all media visits and inquiries. The Office of Public Affairs and Communications publishes numerous internal and external communication pieces targeting the various University constituents: students, faculty, staff, sister facility staffs, state officials, business leaders, leaders in secondary and higher education, donors, friends, corporations, foundations, and others with close ties to the University.
3. All news media inquiries and requests should be directed to the Director of Public Affairs and Communications for external communication. The Vice President for Institutional Advancement will communicate to external audiences on matters relating to University-wide policy positions in the absence of the President. The Director of Public Affairs and Communications coordinates with all other System component offices of public information or the equivalent and serves as the liaison with The Texas A&M University System's Office of Communications.

Contact for Interpretation: Vice President for Institutional Advancement