

Sam Houston State University
A Member of The Texas State University System

Integrated Marketing Communication Policy IMC-01 Media Relations

1.01 To coordinate and maximize media coverage and assure quality, information from a University faculty member or staff member to a media reporter or media organization will be processed through the University's Chief Marketing & Public Information Officer or the Media Director within the Integrated Marketing Communications division.

1.02 Personal journalistic, scholarly, creative, or commentary material is not required to be submitted through the Integrated Marketing Communications division.

Reviewed by: Jeff Harris, CMO and PIO

Date: August 2023