

61.99.99.R0.01 University Information



Reviewed July 26, 2024

Next Scheduled Review: July 26, 2029

Procedure Summary

Responsibility for external affairs, news media relations, and the general information program of East Texas A&M University rests with the Office of Marketing and Communications.

Procedures and Responsibilities

- 1 The Office of Marketing and Communications manages internal and external communications regularly; prepares and releases university news to local, state, and national news media; and coordinates all media visits and inquiries. The Office of Marketing and Communications publishes numerous internal and external communication pieces targeting the various university constituents: students, faculty, staff, sister facilities' staff, state officials, business leaders, leaders in secondary and higher education, donors, friends, corporations, foundations, and others with ties to the University.
 - 2 All news media inquiries and requests should be directed to the Chief Marketing and Communications Officer for external communication. The Chief of Marketing and Communications Officer will communicate to external audiences on matters relating to university-wide policy positions, coordinate with all other Texas A&M University System component offices of public information or the equivalent, and serve as the liaison with The Texas A&M University System's Office of Communications.
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Related Statutes, Policies, or Requirements

None

Revision History

Approved January 21, 2020

November 7, 2024 (University Name Update)

Contact Office

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