

POLICY LIT.6.02 MEDIA RELATIONS

SCOPE: Faculty and Staff

Lamar Institute of Technology (LIT) recognizes that communications with news media and external audiences influence public understanding of the college, its mission, programs, operations, and achievements. To ensure that information disseminated on behalf of the college is accurate, timely, consistent, and aligned with institutional priorities, LIT maintains a coordinated approach to media relations through the Department of Communications and Marketing. The college is committed to fostering positive and professional relationships with media representatives while protecting the privacy of students and employees, safeguarding confidential or sensitive information, and ensuring compliance with applicable laws and regulations.

1. Official communications with the media on behalf of LIT shall be coordinated through designated institutional spokespersons and authorized representatives to promote transparency, maintain institutional integrity, and support effective communication during routine operations and emergency situations.

- 1.1. The Director of Communications and Marketing serves as the college's official spokesperson and Public Information Officer.
 - 1.2. The President also serves as a primary spokesperson for the college.

Related Procedures: LIT.6.02.01 New Media Interviews and Photography; LIT.6.02.02 Emergency/Crisis Communications

Relevant Forms/Documents:

Relevant TSUS Policies/Forms/Documents:

Relevant Statutes:

Relevant SACSCOC Standards:

Document History:

Adopted:

Reviewed:

Revised: September 2026