

Lewis Center for Educational Research

**BP 1110: COMMUNITY RELATIONS
PUBLIC RELATIONS NOTIFICATION POLICY**

Adopted: August 5, 2004

Revised:

The public relations notification plan is designed to notify High Desert “Partnership in Academic Excellence” Foundation, Inc. Board members, and possibly staff, in the event of an incident that may generate publicity. Examples of events generating publicity are, natural or manmade disasters on our campus, or an upcoming controversial article about to be published or aired in the media.

The Corporate Relations Manager will first speak with the President/CEO or designee concerning the event or issue. The Corporate Relations Manager or designee will then notify the Board Members and press (if necessary).

During normal business hours, the Board will be notified by telephone, fax or email.

After normal business hours, holidays and weekends, the Board will be notified by telephone.

The notification plan will work on a case-by-case basis. The situation will determine how Board Members are notified.