

**Williamsburg Technical College
PROCEDURE**

SECTION F – DEVELOPMENT AND PUBLIC RELATIONS

Title ADVERTISING	Number F-3.1
Division of Responsibility President – Development and Public Relations	Approval Date Page 1/21/2021 1 of 1
Approval Vice President _____ President _____	Supersedes Procedure No. F-3.1 Date 2/3/14

PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED, THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY. THIS DOCUMENT DOES NOT CREATE ANY CONTRACTUAL RIGHTS OR ENTITLEMENTS. THE AGENCY RESERVES THE RIGHT TO REVISE THE CONTENT OF THIS DOCUMENT, IN WHOLE OR IN PART. NO PROMISES OR ASSURANCES, WHETHER WRITTEN OR ORAL, WHICH ARE CONTRARY TO OR INCONSISTENT WITH THE TERMS OF THIS PARAGRAPH CREATE ANY CONTRACT OF EMPLOYMENT.

- I. Funds for advertising will be the responsibility of the initiating department unless otherwise allocated by the Director of Public Information.
- II. The Director of Public Information will coordinate the selection of the advertising, layout, and content of advertising copy in consultation with the initiating source in compliance with institutional purchasing policies in the State Procurement Code.
- III. Proper lead time shall be given the Director of Public Information on the placement of advertising, bearing in mind the deadlines involved and the priority of the advertising. At least ten working days prior to the desired date of publication for print or electronic advertising or one month for radio or television is required.
- IV. The initiating department will request the advertising via email and will prepare purchase requests if the ad is deemed to be paid for by their department.
- V. Approval of all copy will be coordinated between the Director of Public Information and the initiator.