**Objective:** To determine if the department/unit ensures that dissemination of information to the public is handled appropriately and employees periodically receive communication on the policies and procedures regarding the release of information.

**Risk Level/Potential Impact:** Medium to High; Results in misinformation which can negatively impact the institution's image if information is not properly reviewed, authorized, and/or released by appropriate representatives of the institution.

**Criteria:** Institutional policies and procedures; Best business practices.

**Frequently Observed Weaknesses/Deficiencies:**
- Failure to periodically communicate information to employees on institutional policies and procedures regarding dissemination of information.
- Failure to coordinate media appointments/interviews through the Office of Communications and Marketing.
- Lack of employee knowledge regarding proper handling of media requests.
- Failure to ensure information being provided for publication is accurate and appropriate, approved, as well as timely.

**Helpful Tools:**
- Office of Communications and Marketing-
  [http://www.gru.edu/ocm](http://www.gru.edu/ocm)

**GRU Contact Office and Information Resource(s):**
- GRU Media Relations Department (706) 721-3893, (706) 721-8997.

**Best Business Practices:**
1. Management should periodically communicate policies and procedures regarding the dissemination of information to the public to all employees of the department/unit. Ensure employees understand that protocol is to direct media requests to the media relations team in the Office of Communications and Marketing.
2. Designate an employee within the department/unit to act as liaison to the Office of Communications and Marketing.
3. Create a list of individuals in the department/unit authorized to provide information on particular topics.
4. Develop internal policies and/or procedures as warranted to promote compliance in this area.
5. Allow the media relations team to establish interviews and meetings.
6. Ensure all stories relating to the institution, regent’s policy or financing are coordinated by and released through the President's Office and/or the Office of Communications and Marketing.
7. Seek assistance from the Office of Communications and Marketing as concerns and/or questions arise.
8. Ensure feature stories strengthening and supporting GRU’s work and mission are communicated and are not missed opportunities.
9. Require that all information be approved by department/unit management before submission to the Office of Communications and Marketing for publication and/or broadcast to ensure information is accurate, complete and timely.
10. Ensure the information published on the department/unit’s website is accurate, approved by management, and updated as needed.
11. Management should periodically ensure employees speaking as experts in their areas are aware of what is appropriate to publish and/or make available to the public.
<table>
<thead>
<tr>
<th><strong>Self-Assessment of Internal Controls for Public Relations Management</strong></th>
<th><strong>Yes</strong></th>
<th><strong>No</strong></th>
<th><strong>N/A</strong></th>
<th><strong>Comments</strong></th>
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<tbody>
<tr>
<td>Are employees familiar with institutional policies and procedures regarding dissemination of public information?</td>
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<tr>
<td>Does the department/unit have an employee designated as the liaison to the Office of Communications and Marketing?</td>
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<tr>
<td>Does the department/unit have a listing of individuals who are authorized to provide information on particular topics?</td>
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<td>Is all information reviewed/approved by management prior to being submitted to the Office of Communications and Marketing?</td>
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<td>Do employees coordinate all media requests through the Office of Communications and Marketing and avoid handling requests themselves?</td>
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<td>Is information on the department/unit’s website verified for accuracy, approved by management of the unit, and updated as necessary?</td>
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<td>Are employees who are speaking as experts made aware of what is appropriate to publish and/or is public information?</td>
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<td>Does the unit seize the opportunity to provide information to the public on feature stories that would strengthen GRU’s image?</td>
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