

**Proposal to Amend WKU Faculty Handbook
10-2019 General Academic Support Information (XI.C. Public Relations)**

Editorial revisions include updates to the organizational structure, web addresses and names/titles, as well as other similar non-substantive changes.

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1. Type of Change:

Editorial (non-substantive)

Editorial revisions include updates to the organizational structure, web addresses and names/titles, as well as other similar non-substantive changes.

Addition: Where possible, identify the section of the handbook to which addition is proposed:

Deletion: Identify the section of the handbook from which deletion is proposed:

Revision: Identify the section of the handbook to which revision is proposed:

2. Proposals should be made in the form of text intended as an addition to or a replacement of, in whole or in part, some current section of the Faculty Handbook.

Current: **XI.C. Public Relations:** The overall direction and supervision of the University's public relations efforts is the responsibility of the Division of Public Affairs. The division is charged with informing the public concerning significant developments at the University and with gathering and channeling University news to the news media. In addition, Public Affairs is responsible for the University's crisis communication program, and faculty should keep Public Affairs informed during times of crisis or controversy so that appropriate, and correct, information can be shared with the news media. Information about the division, the crisis communication plan, news release information form and photo request form are available at: <http://www.wku.edu/publicaffairs/>.

Revisions: **XI.C. Public Relations:** The overall direction and supervision of the University's public relations efforts is the responsibility of the Division of ~~Public Affairs~~ **Communications and Marketing**. The division is charged with informing the public concerning significant developments at the University and with gathering and channeling University news to the news media. In addition, ~~Public Affairs~~ **Communications and Marketing** is responsible for the University's crisis communication program, and faculty should keep ~~Public Affairs~~ **divisional leadership** informed during times of crisis or controversy so that appropriate and correct information can be shared with the news media. Information about the division, the crisis communication plan, news release information form and photo request form are available at <http://www.wku.edu/publicaffairs/> <http://www.wku.edu/communicationsandmarketing/>.

3. Rationale for amendment:

A change in organizational structure.