OWG 12-3 Public Relations and Media Approved Recommendations

1. Recommends developing an integrated public relations plan in order to showcase strengths of all three Georgia Southern University campuses and to move toward consistent external messaging.

2. Recommends creating a new Crisis Communication Plan that incorporates best practices and crisis messaging from each university by Jan. 1, 2018.

3. Recommends developing a comprehensive public relations plan to place local, regional and national stories showcasing the new Georgia Southern’s campuses in Savannah and Hinesville.

4. Recommends combining internal communications at Georgia Southern University and Armstrong State University into one internal communications plan, which will be managed by the Office of Marketing and Communications for the new Georgia Southern University beginning Jan. 1, 2018.