



MEDIA AND PUBLIC RELATIONS POLICY

(Updated: March 5, 2026)

GOAL:

Invest Greenville works to inform the community, businesses, and site selectors by engaging in a proactive communications system. Our not-for-profit organization, a public-private partnership focused on economic development, recognizes that one of the most effective ways to communicate our mission is through the local, regional, and national news media.

POLICY:

Inquiries from the news media and the public are given a high priority by the Invest Greenville.

All requests from members of the public and journalists should be made directly to Maria Satira, the vice president of marketing and talent programming by email or cell phone (satira@investgreenvillenc.com, 252-414-2875). If Maria is out of office, please direct requests to CeCe Wilkerson, communications and events coordinator, via email or cell phone (wilkerson@investgreenvillenc.com, 252-750-6876). These messages will be responded to as quickly and efficiently as possible, within reason. Our organization will make every effort to meet media deadlines and to ensure that all information that is released to the news media is relevant and accurate.

EXPECTATIONS FOR MEDIA:

Media outlets can expect:

- A confirmation (via email or text) that your request was received if made during a normal business day
- A response on the same business day or next business day unless the request requires significant research and/or coordination
- Additional resources and information, if applicable

We expect the following of media outlets:

- Make all requests directly through the Vice President of Marketing and Talent Programming
- Lead time. While we know it is not always possible, the earlier you can make an interview request the better for our scheduling, coordination, and preparation.
- Let us know your deadline and format of request (phone interview/video call/in-person/etc.)
- Let us know your story topic and angle so we can gather the appropriate details

SPOKESPERSONS:

Unless otherwise authorized, the official spokespersons for the Invest Greenville are:

- President and CEO
- Vice President of Business Recruitment
- Vice President of Marketing and Talent Programming