

NEW RIVER COMMUNITY AND TECHNICAL COLLEGE

PROCEDURE NO. 35

TITLE: External Public Relations

EFFECTIVE DATE: August 5, 2014

PROCEDURE

1. PURPOSE

To provide procedures for the coordination of external public relations on behalf of the College.

2. SCOPE AND APPLICABILITY

This procedure applies to all faculty, staff, and students, as well as student, faculty and staff organizations involved in activities affecting New River's external public relations.

3. DEFINITIONS

- A. Publicity – Information regarding a person, group, event, or service of the College that is disseminated through various communication media to attract public notice. Publicity differs from advertising as follows: (1) the media outlet solely determines whether or not the publicity/information will be released to the public; (2) the media outlet solely determines the content of the publicity/information to be released; and (3) publicity has no direct cost to the College.
- B. Advertisement - A direct action usually paid for by the College, to attract public attention to a College event or service through the distribution of an advertisement. Unlike publicity, the College determines when and where a paid advertisement is to be placed and controls the content of the advertisement.

4. PROCEDURES

A. Publicity and Media Relations

In an effort to maximize positive publicity for the College, the Office of Communications has a proactive media relations program that involves the solicitation of media opportunities through the dissemination of press releases and media advisories. Media relations on behalf of the College may also be in response to media requests for information for use in news stories or information released by the media outlet. For effective, maximum use of communication media, all publicity and media relations efforts are centralized through the Director of Public Relations and are handled as follows:

- i. Faculty, staff or student organization members interested in news media coverage of a College event or service are to request the Director of

Public Relations to interact with the media. Please provide as much advanced notice as possible.

- ii. Faculty, staff or student organization members interested in making an appearance on radio or television or in being interviewed by any of the news media are to contact the Director of Public Relations immediately, so that he/she can serve as the coordinator of the interview or appearance.
- iii. Requests for photographs to accompany news releases or for illustration in any type of communication media outlet (including but not limited to magazines, newspapers, brochures, websites) should be made to the Director of Public Relations at least one (1) week in advance of the requested deadline.
- iv. Articles about the College in external media generally are written and authorized by the Director of Public Relations (exception: faculty articles in academic journals, etc.) Editorial consultation, assistance in production, placement, and photographic services are provided by the Office of Communications.

B. Faculty and Staff Directly Contacted by Media

As directed by the President, the Chief Communications Officer or designee serves as the official spokesperson for the College. The Office of Communications is usually contacted directly by press or media representatives. In some cases, however, College officials, faculty and staff members may be contacted directly by the press or other media. When contacted directly, faculty and staff should follow these procedures:

- i. If questions concern a matter of College policy, information about the College not previously released to the public, or information not clearly in the realm of public information, the reporter should be referred to the Office of Communications.
- ii. At any time that a College official, faculty or staff member is requested to make statements to the press as a representative of or spokesperson for the College, the request must be cleared through the Office of Communications.
- iii. Requests to distribute or display advertising of commercial goods, services or activities calling attention to such goods or services on the campuses of New River Community and Technical College are referred to the Office of Communications. Generally, such requests are denied except upon specific authorization by the President.
- iv. Requests for endorsement of commercial goods or services by faculty or staff members for use of the name of the College or photographs of the College in advertising, or for promoting such goods and services are referred to the Office of Communications. Such requests are denied except upon specific authorization by the President.

C. Advertising

The College's advertising program is centralized by the Director of Public Relations and is handled as follows:

- i. All College advertising (excluding legal advertising and job vacancy advertising) is prepared and placed by the Director of Public Relations, with the assistance of the departments or individuals related to the event or service that is being advertised.
- ii. The originator of the advertising request must first contact the Director of Public Relations to work out arrangements for scheduling and preparation of material, as well as determining the specifications at least two week prior to the deadline.
- iii. The Director of Public Relations has the advertisement prepared for publication and arranges the placement of the advertisement as per the requisition's specifications.
- iv. The Director of Public Relations provides the originator of the advertisement with an opportunity to review the copy and format of the advertisement prior to composition and to check proofs prior to publication if this is desired. The review process is accomplished by fax, email, or in person in accordance with the media outlet's specified timelines relative to publication requirements.
- v. Following publication, invoices and tear sheets (samples of a printed advertisement) are received and checked by the Director of Public Relations and forwarded to the Purchasing Department for processing. Advertising that is developed for particular programs or events and is not included in the general College marketing budget will be charged to the department that requested the advertisement.
- vi. Advertising contracts (except legal and job vacancy advertisements) are negotiated by the Chief Communications Officer and are subject to approval by the Vice President of Finance and Administration when warranted.
- vii. All legal advertising is handled by the Director of Purchasing, and all job vacancy advertising is handled by the Chief Human Resources Officer. All advertising (except for job vacancy and legal ads) will contain the College's logo, web address, a listing of all New River locations and an abbreviated Equal Opportunity statement.

D. Production of College Publications

The following procedures are observed in regard to the production of all printed material for public distribution issued by, for, or in the name of the College. This includes, but is not limited to, brochures, booklets, pamphlets, posters, flyers, and all mass mailings.

- i. All printed material for public distribution is produced by, or under the supervision of, the Director of Public Relations.
- ii. Requests for any publication of the types listed above should be made to the Director of Public Relations at least two weeks prior to the deadline of the desired publication date. The Director will work with the originator in the planning, layout, design and copy writing of the publication.
- iii. The Director of Public Relations oversees the layout, design, and preparation of copy in consultation with the originator of the project. The originator is provided with an opportunity to review copy and design prior

- to composition and to view proofs prior to publication, if desired.
- iv. Upon production, publications are delivered to the original department who in turn sends sample copies to the Director of Public Relations.
 - v. All departments are required to use the College's official letterhead templates, flyer templates, envelopes and business cards for official, external College use. Individually designed letterhead or business cards are not approved for external use. No change or modification may be made in the approved letterhead or business card; generally all requests of this nature are denied except upon specific authorization by the President. Customized templates for specific departments can be developed, but must be coordinated with the Director of Public Relations.

E. Promotions of Special Events

Assistance in planning, promoting, and publicizing special events at the College is provided through the Office of Communications. The following procedures are required:

- i. The department or group needing assistance in publicizing a special event should provide all available advanced information concerning the event to the Office of Communications at least two weeks prior to the event.
- ii. If assistance in planning is desired, contact is to be made with the Office of Communications as early as possible in the planning process. If no assistance in actual planning is desired, the group planning the event provides necessary information for press releases and promotional activities as needed.

F. Use of the Official New River Logo/College Seal

Use of the New River Community and Technical College logo(s), the College seal and the Mascot logo is determined by the Office of Communications. The New River Graphic Standards Manual outlines specifications and authorized applications of the official logo/seal. The integrity of the logo and the College seal is maintained by these specific guidelines to ensure that reproduction adheres to the established quality standards. At no time are they to be re-created, enhanced, altered, or rendered outside of the specifications outlined in the manual. The following procedures relate to requests for use of the New River logos/College seal:

- i. Requests for use, including information regarding the purpose of publishing, must be requested from the Director of Public Relations at least one week prior to the date needed.
- ii. Logos/seal to be incorporated into internal or external documents, brochures, posters, mass mailings, or any such representation on behalf of the College must be coordinated with the Director of Public Relations.
- iii. Camera-ready (velox) or digital logos/seal for release to internal or external parties must be handled by the Director of Public Relations to ensure duplication or reproduction meets quality standards. Publishing the logo with the "white box" around it is not acceptable. Assistance is

available by contacting the Director.

G. Photography and File Footage

Prior to taking photographs that will be used for marketing purposes such as website, advertisements, posters, brochures, etc., it is required that persons being photographed sign release to ensure that photographed subjects do not pursue legal action in regards to use of the property.

H. Electronic Media

To ensure that public service radio and television commercials and programs promoting the College and all recruiting and promotional radio and television products about the College effectively and uniformly reflect the goals and image of New River, all such electronic media presentations shall be approved by the Office of Communications.

RELATED POLICIES AND/OR PROCEDURES: Graphic Standards Manual

RESPONSIBLE OFFICES: Office of Communications

Approved by: President's Cabinet