

## **Publications and Media Relations Policy**

Grayson College has an obligation to keep the public fully informed and to practice open disclosure. At the same time, news releases and public interviews must be handled in a thoughtful manner to assure the accuracy and appropriateness of statements released to the public. Employees and student groups should contact the Director of Marketing and Public Information in advance regarding any media coverage which mentions the College.

Materials published and distributed by the College to students and the general public generally fall into one of the following six categories: Policy, Procedural, Promotional/Informational, Cultural, Paid Advertising, and Student Publications. The following guidelines and procedures shall be followed in the release of public information:

### **POLICY PUBLICATIONS**

The ONLY publication of the College that expresses in writing official college policy shall be the Policy and Procedures Manual. This publication shall take precedence over all other manuals, handbooks, catalogs, bulletins, and any other type of printed material.

### **PROCEDURAL PUBLICATIONS**

These are publications, not generally intended for the general public, that summarize policy and/or outline operational procedures, codes of conduct, and the like, as they relate to a specific campus population. Examples are the Faculty Handbook, Adjunct Faculty Handbook, Student Handbook, Residence Hall Handbook.

Although these may contain summaries, paraphrasings, or even what may appear to be verbatim excerpts from the Policy and Procedures Manual, they are not to be considered expressions of official College policy. As official college policies or statements of purpose, mission, vision, etc. are revised it is the duty of the personnel responsible for the document(s) to immediately update the publication.

### **PROMOTIONAL / INFORMATIONAL**

These are publications and/or media contacts whose chief intent are to promote or "market" the college in general or specific departmental, instructional, and/or student services in particular. These publications are designed to make students and the general public aware of available instructional and community service programs, application and enrollment procedures and deadlines, registration dates, costs, financial aid opportunities, and other items of general interest. Examples include the college catalog, schedules of classes, program brochures, pamphlets, campus maps, academic and activity calendars, fact sheets, flyers, posters, postcards, and the like.

To assure factual consistency and accuracy, matters related to content, design, printing and distribution shall be coordinated with the Director of Marketing and Public Information, in consultation with the appropriate dean or vice president. No such publication shall be created or distributed to the public without this involvement and/or approval.

The following guidelines and procedures shall be followed in the release of public information:

*Interviews:* The Director of Marketing and Public Information shall coordinate all pre-arranged interviews with the media. If an individual is contacted directly by the media, the Director of Marketing and Public Information shall be immediately notified. All requests from the media for information concerning legal or personnel issues shall be referred to the President or his designee.

*News Releases:* Members of the faculty, staff, and administration will periodically have information and materials for release through mass media. All such information or materials shall be submitted in writing to the Marketing and Public Information Office a minimum of ten days prior to the planned publication or broadcast date for review and approval. The Director of Marketing and Public Information shall review, edit, amend as necessary, and release the item(s) to local, regional and state media, as appropriate. Such items include, but are not limited to, information about faculty and student accomplishments, campus activities, courses, registration, and other such announcements.

*Exception:* The nature of the activities and timing of events sponsored by athletics, theater, visual arts and Humanities Series are such that, through prior agreements with the Marketing and Public Information Office, each may work directly with area media. To ensure continuity and prevent mixed communications, the Marketing/PIO should be informed as these contacts are made.

*Public Mailings, Flyers:* The college's initial impression on the public is often based on promotional materials or correspondence issued by its employees. To ensure acceptable quality in terms of visual appearance, consistency, and conformance with approved usage of the College's logo, brochures, flyers, surveys, bulk letters and other materials for public distribution must be approved in advance by the appropriate vice president and the Marketing/Public Information Office prior to distribution. The requesting employee should complete a Creative Services Request to obtain the necessary approvals. The Marketing and Public Information Office will provide, if desired, design and editorial assistance, but employees and their supervisors are responsible for developing content and for providing funding for printing, copying, and mailing costs.

*Speaking Engagements:* Employees who are asked, as formal representatives of the college, to speak to external groups should obtain prior approval from their supervisor and the appropriate vice president and inform the Marketing and Public Information Office.

*Web Pages:* Material readily available to the public through departmental and instructional web pages accessed through the college's website must be approved by the appropriate vice president, Director of Marketing and Public Information, and/or the College Webmaster prior to posting.

## CULTURAL PUBLICATIONS

These are publications that are primarily literary in nature, containing essays, poetry, short fiction, and similar works, as well as original drawing and other types of graphic art. While such publications are intended to encourage creativity and freedom of expression, all shall conform to standards of good taste and fairness. It shall be the duty of the Instructional Deans to monitor content and language of such publications.

Approved by President's Council 5/15/01 and amended in 2012 to update college name.

## PAID ADVERTISING

The content and format of all promotional advertising shall be under the direct coordination of the Director of Marketing and Public Information. It shall be his or her duty to assure the factual accuracy and general integrity of all such advertising, for broadcast as well as print media, and no advertising shall be placed without his or her prior approval.

Exception: Employment or legal notices shall be coordinated through the Human Resources or the Executive Vice President.

## STUDENT PUBLICATIONS

*The Viking Voice* is the only major student publication of Grayson College. It is published by the Omicron Psi chapter of Phi Theta Kappa International as an ongoing service project to the College. Participation in the production of *The Viking Voice* is open to all students at Grayson County College. The newspaper is provided as a forum of public opinion, and views expressed in the *The Viking Voice* do not necessarily reflect the policies of Phi Theta Kappa International, the GCC Board of Trustees, administration, faculty, or staff of Grayson College. Material for publication may be submitted to *The Viking Voice* office. Volunteers for production and writing may also visit *The Viking Voice* office.

All student publications must contain the following disclaimer:

The material contained in this publication is considered a "student publication" and does not necessarily reflect the policies of the Grayson College Board of Trustees, administration, faculty, or staff. For comments, contact us at (name, address, telephone and, if applicable, e-mail).