

# INSTITUTIONAL DIRECTIVE 5-10

February 14, 2005

## Title: College Communications

### I. Purpose

The purpose of this directive is to establish the guidelines for the development and dissemination of college information via print, broadcast and electronic media as well as through printed materials and media inquiries.

### II. Policy

It is the policy of Piedmont Technical College to maintain consistency and accuracy in the dissemination of college information to the general public or any sector of the external college audience.

### III. Responsibility

The Office of College Communications (OCC) is responsible for developing and editing all information disseminated to the various publics of the college.

- A. OCC will have responsibility for the development, scheduling and editing of "public service" releases to print and broadcast media as well as those distributed by way of electronic media.
- B. OCC will assist in the ongoing evaluation of the design, content, editing and updating of the college's Web page.
- C. OCC will have responsibility for designing, scheduling and editing of all paid advertising required by individual departments, divisions or associates of the college.
- D. OCC will have responsibility for the design, development, scheduling and editing of all publications intended for distribution to external markets of the college.
- E. OCC will have responsibility for fielding and/or responding to all requests for information on the college, its programs, faculty, staff and students from all media sources.

### IV. Procedures

#### A. Print/broadcast media releases

Requests for information on college programs, faculty, staff, students and special events must be made to the director or assistant director of College Communications. OCC will determine the schedule and content of releases to media to maximize potential use. For pre-event promotion, information must be received by OCC a minimum of three weeks in advance to allow small, weekly print and broadcast media the broadest possible time frame in which the information can be used. OCC will cover all major events of the college and disseminate to area media in a timely fashion.

Office of Responsibility: President

- B. OCC, in concert with academic deans, institutional officers, marketing and continuing education directors, will design, develop copy, schedule and edit all paid advertising placed with broadcast and print media as well as specialty publications. Requests for paid advertisements must be made to the director or assistant director of College Communications a minimum of three weeks in advance of publication/airing date. Advertising schedules will be developed to maximize exposure and expenditures within the limitations of media size and scope and established college budget.
- C. OCC, in concert with marketing, recruiting, academic and continuing education directors, will design, develop copy, advertise for bids, schedule and edit all publications intended for the external markets of the college. Requests for publications (including catalogs, brochures, fliers and postcards) must be made to the director or assistant director of College Communications.
  - 1. Publications to be produced by commercial printers require notification of six weeks (minimum) in advance.
  - 2. Publications to be produced internally (on a copy machine) require notification of three to four weeks (minimum) in advance.
- D. OCC is responsible for assisting with information disseminated via electronic media. This responsibility includes:
  - 1. Management of non-technical tasks related to homepage development, such as preparation of content and graphic/typographic design.
  - 2. Editing and critiquing Web pages proposed by any department, division, organization, or other unit of the college.
  - 3. Cooperation with the Information Services Division to facilitate the provision of Technical Services related to Web page development and maintenance.
  - 4. Working closely with the college's Web master to provide content, graphic design elements and marketing information.
- E. OCC and the President of the College or his designee(s) are the chief contacts of media representatives. OCC will inform said representatives of this procedure. OCC staff will cooperate with media representatives to identify appropriate contacts among the faculty, staff or student community to provide information requested. Members of the faculty, staff and student community must contact the director or assistant director of College Communications to make requests of media representatives rather than making direct contact themselves. Further, members of the faculty, staff and student community must notify OCC if any representative of the media contacts them with requests for information/interviews.

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