

THE
LeMoyné-Owen
COLLEGE

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SUBJECT: Communications, Media and Publications Guidelines	Effective Date:	Policy Number:
	July 1, 2011	06-1-003
	Supersedes:	Page 1 Of 2
	Policy: Date:	
Responsible Authority: Executive Director for the Office of Institutional Advancement and Public Relations or President of the College		

I. Purpose of the policy/Policy statement

The purpose of the guidelines listed above is to ensure that all communications/writings meant for outside use and publication meet with printing specifications, control of production, reduce inconsistencies in the promotion of the College’s approved branding, and maintain the highest standard of quality and appearance at the best cost possible.

II. Detailed Policy Statement

The President’s Office, with coordination through the Offices of Institutional Advancement and the Office of Public relations, shall manage all media contact and activity. This includes all publications, news features, talk shows, press releases and conferences, videography/photography, website content and maintenance, expanded usage of approved “one-to-many” engagement vehicles, and all other media-related matters relative to the crafting and development of strong communication strategies.

III. Applicability/Scope

The policy shall include all material for advertising, public relations and fundraising purposes; including any and all materials bearing the College’s logo, name or likeness produced by students, staff, faculty, approved volunteers/solicitors and trustees of the college.

IV. Definitions

Branding: The creation and development of your company's brand: the logo, images, slogans, ideas and other information connected to the College or its product. Publications for off-campus distribution and similarly circulated, on-campus publications project a definitive image of the College. Care must be given to ensure that these impressions conform to the vision and mission of the College as a quality institution of higher learning.

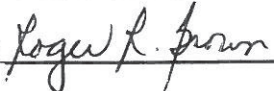
“One-to-many” communications engagement vehicles: Branding, print, e-mail, web and social media.

V. Implementation procedures

Responsibility	Action	Timeline
Public Relations	Put together and maintain style guide that contains the organization’s logo, font types, font sizes and specifications around the use of the logo	
Publications Committee	Maintain current standards for preparing and submitting copy for print/publications	
Publications Committee	Editing and Proofreading	Reviewed and returned within 10 days
Public Relations	Approval of photos and artwork	
	Acquisition and approval of cost estimates	
Public Relations	Production of two, annual issues of the Beacon Magazine	Fall Issue (November) Spring Issue (May)
Public Relations	Production of Annual President’s Report	September
Public Relations	Production of the annual Observer Magazine	Winter (January)

VI. Related policies/References for more information

Office of the President: Communications and Media Policy, February 2003
Office of Institutional Advancement Operations Handbook, 2011

Authorizing Official: <u>Roger R. Brown</u>  Authorization Date: <u>October 6, 2011</u>
Title: <u>Executive Director, Office of Institutional Advancement</u>