

POLICY & PROCEDURES MEMORANDUM

TITLE:	EXTERNAL PUBLIC RELATIONS
EFFECTIVE DATE:	June 5, 2012* <i>*(Procedural Update 10/4/13)</i>
CANCELLATION:	AD-4320.1 (7/19/05)
CATEGORY:	Administrative (AD)

POLICY STATEMENT

In accordance with LCTCS Board of Supervisors [Policy #6.027, Internal and External Communications](#), Delgado Community College has established guidelines for the coordination of external public relations on behalf of the College. The Office of Public Relations and Marketing serves as the official coordinating department for all media relations, advertising (except legal or job vacancy advertising), publications, promotion of special events, and Delgado logo use. At the direction of the Chancellor, the Executive Director of Public Relations and Marketing serves as the official spokesperson for the College.

Individual faculty, staff, and students, as well as student, faculty, and staff organizations are required to follow the procedures outlined in this memorandum when involved with external public relations on behalf of the College. This includes, but is not limited to, media relations, advertising, Web presence, publications, promotion of special events, or use of the College logo. The Office of Public Relations and Marketing is responsible for the overall external public relations effort for the College and for maintaining the integrity of the official College logo. Specific procedures and responsibilities are outlined further in this memorandum.

PROCEDURES & SPECIFIC INFORMATION

1. **Purpose**

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

2. **Scope and Applicability**

This policy and procedures memorandum applies to individual faculty, staff, and students, as well as student, faculty and staff organizations involved in activities affecting Delgado's external public relations.

3. **Publicity and Media Relations**

For the purpose of this memorandum, “publicity” is defined as 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 medium solely determines whether or not the publicity/information will be released to the public; (2) the medium solely determines the content of the publicity/information to be released; and (3) publicity has no direct cost to the College.

In an effort to maximize positive publicity for the College, the Office of Public Relations and Marketing 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 releases by the medium.

For effective, maximum use of communication media, all publicity and media relations efforts are centralized through the Office of Public Relations and Marketing and are handled as follows:

- A. Faculty, staff or student organization members interested in news media coverage of a College event or service are to request the Office of Public Relations and Marketing to handle the relations with media.
- B. 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 immediately the Office of Public Relations and Marketing, which will serve as the coordinator of the interview or appearance.
- C. Requests for photographs to accompany news releases or for illustration in any type of communication medium (including but not limited to magazines, newspapers, brochures, Web sites, social media posts) should be made through the Office of Public Relations and Marketing at least one (1) week in advance of the medium’s requested deadline.
- D. Articles about the College in external media generally are written and authorized by the Office of Public Relations and Marketing. For circumstances where College faculty, staff or student members have initially written the article, the article must be cleared through the Office of Public Relations and Marketing prior to submission to the medium. Editorial consultation, assistance in production, placement, and photographic services are provided as necessary by the Office of Public Relations and Marketing.

4. **Procedures for Faculty or Staff Directly Contacted by Media**

As directed by the Chancellor, the Executive Director of Public Relations and Marketing serves as the official spokesperson for the College and is the individual who 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 by the media, faculty and staff should follow these procedures:

- A. 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 Public Relations and Marketing.
- B. 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 Public Relations and Marketing.
- C. Requests to distribute or display advertising of commercial goods, services or activities calling attention to such goods or services on the campuses of Delgado Community College are referred to the Office of Public Relations and Marketing. Generally, such requests are denied except upon specific authorization by the Chancellor or the appropriate vice chancellor.
- D. 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 Public Relations and Marketing. Such requests are denied except upon specific authorization by the Chancellor.

5. **Advertising**

Advertising differs from publicity and media relations in that advertising is 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 ad.

The College's advertising program is centralized through the Office of Public Relations and Marketing and is handled as follows:

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- A. All College advertising (excluding legal advertising and job vacancy advertising) is prepared and placed by the Office of Public Relations and Marketing, with the assistance of the departments or individuals related to the event or service that is being advertised.
- B. The originator of the advertising request must first contact the Office of Public Relations and Marketing to work out arrangements for scheduling and preparation of material, as well as determining the specifications needed to complete a requisition for purchase.
- C. The division, department or campus funding the advertisement will then prepare the [Requisition for Purchase Form](#), Form 3300/001, which is signed by the responsible department head, and submits it to the Office of Public Relations and Marketing for approval. Upon the approval of the requisition by the Public Relations and Marketing Office, the responsible department completes the on-line purchasing process in accordance with the College's [Purchasing Procedures](#) policy. When a purchase order has been assigned for the advertisement, the responsible department head forwards a final copy of the purchase order to the Office of Public Relations and Marketing.
- D. The Office of Public Relations and Marketing prepares the advertisement for publication and arranges the placement of the advertisement as per the requisition's specifications.
- E. The Office of Public Relations and Marketing 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 by visiting the Office of Public Relations and Marketing in accordance with the medium's specified timelines relative to publication requirements.
- F. Following publication, invoices and tear sheets (samples of a printed advertisement) are received and checked by the Office of Public Relations and Marketing and forwarded to the Purchasing Department for processing.
- G. Advertising contracts (except legal and job vacancy advertisements) are negotiated by the Office of Public Relations and Marketing and are subject to approval by the Director of Purchasing and the Vice Chancellor for Business and Administrative Affairs when warranted.
- H. All legal advertising is handled by the Director of Purchasing, and all job vacancy advertising is handled by the Assistant Vice Chancellor for Human Resources.

6. **Web Presence**

- A. The Delgado Community College Home Page on the Internet is an official publication of the College, and all web pages linked from it are also official publications of the College. As such, the content of these pages should promote the College in a positive light, consistent with its mission. The procedures for the creation and maintenance of web pages by units within the College are outlined in the College's [Internet Web Pages](#) policy and require the approval of the Office of Public Relations and Marketing before publication.
- B. Official Delgado Community College social media sites are managed by the Office of Public Relations and Marketing. All posts and responses to posts are maintained by Public Relations and Marketing staff who are responsible for obtaining and communicating accurate information on behalf of the College.

Faculty, staff, or student organizations interested in creating College-related social media pages or sites (Facebook, Twitter, MySpace, YouTube, Pinterest, Tumblr and Klout, etc.) must contact the Office of Public Relations and Marketing and adhere to the College's [Delgado Social Media Guidelines](#). The Office of Public Relations and Marketing will provide general guidance and assistance with establishing a link to Delgado social media pages, as deemed appropriate. Social media sites developed by faculty or staff for use with an individual course are *not* subject to Public Relations and Marketing oversight and will *not* be linked to the official College social media sites.

7. **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.

- A. All printed material for public distribution (except student newspapers, yearbooks, etc.) is produced by, or under the supervision of, the Office of Public Relations and Marketing.
- B. Requests for any publication of the types listed above should be made to the Office of Public Relations and Marketing a minimum of three (3) months prior to the desired publication date. A Public Relations and Marketing staff member will work with the originator in the planning, layout, design and copy writing of the publication.
- C. When a publication is to be produced by the Public Relations and Marketing Office, a [Design and Printing Services](#) request must be submitted before production on the publication begins.

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- D. When a publication is to be produced off campus, the originator must consult with the Executive Director of Public Relations and Marketing to make arrangements for the project. The division or department funding the publication should prepare the [Requisition for Purchase Form](#), Form 3300/001, which is signed by the responsible department head, and submits it to the Office of Public Relations and Marketing. Upon the approval of the requisition by the Public Relations and Marketing, the responsible department completes the on-line purchasing process in accordance with the College's [Purchasing Procedures](#) policy. When a purchase order has been assigned for the publication, the responsible department head forwards a final copy of the purchase order to the Office of Public Relations and Marketing.
- E. Layout, design, and copy are prepared by the Office of Public Relations and Marketing 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.
- F. Upon production, publications are delivered to the original department who in turn sends sample copies to the Office of Public Relations and Marketing.
- G. All departments are required to use the College's official letterhead and business cards for official, external College use using the procedures outlined in the [Delgado Procedures for Ordering Business Cards, Letterhead, and Printed Envelopes](#) and in accordance with the requirements outlined in the [Delgado Graphic Standards Guide](#). Individually designed letterheads 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 Chancellor.
- H. Production of the *College Catalog* is managed by the Office of Public Relations and Marketing working in conjunction with the College's Catalog Committee. All departments concerned with the content and involved in the funding of the publication are represented on the committee. A series of deadlines for receipt of catalog changes and additions is published in the College's annual *Operational Guidelines* publication. Any faculty or staff member whose individual listing requires updating should request a corrected listing by providing the Office of Public Relations and Marketing with a memorandum from his/her director, division dean or department head requesting the correction.

8. **Promotion of Special Events**

Assistance in planning, promoting, and publicizing special events at the College is provided through the Office of Public Relations and Marketing. The following procedures are followed:

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- A. The department or group planning a special event provides all available advanced information concerning the event to the Office of Public Relations and Marketing.
- B. If assistance in planning is desired, a representative of the event's planning group contacts the Office of Public Relations and Marketing. A Public Relations and Marketing staff member is assigned to work with the group on the project.
- C. If no assistance in actual planning is desired, the group planning the event assigns one of its members to serve as a liaison with the Office of Public Relations and Marketing and to provide necessary information for press releases and promotional activities.

9. **Use of Official Delgado Logo**

Use of the Delgado Community College logo is determined by the Office of Public Relations and Marketing. The Office of Public Relations and Marketing produces a [*Delgado Graphic Standards Guide*](#) that outlines specifications and authorized applications of the official logo. The integrity of the logo is maintained by these specific guidelines to ensure that the logo's reproduction adheres to the established quality standards. At no time is the Delgado logo to be re-created, enhanced, altered, or rendered outside of the specifications outlined in the [*Delgado Graphic Standards Guide*](#). The following procedures relate to requests for use of the Delgado logo:

- A. Requests for logo use, including information regarding the purpose of publishing the logo, must be submitted to the Office of Public Relations and Marketing at least one (1) week prior to use. A Public Relations and Marketing staff member will be assigned to handle the request.
- B. Logos to be incorporated into internal or external documents, brochures, posters, mass mailings, or any such representation on behalf of the College must be coordinated through the Office of Public Relations and Marketing.
- C. Camera-ready (velox) or digital logos for release to internal or external parties must be handled by the Office of Public Relations and Marketing to ensure duplication or reproduction meets quality standards. Assistance is available by contacting the Office of Public Relations and Marketing.
- D. Logos to be incorporated onto social media sites must be coordinated through the Office of Public Relations and Marketing.

10. **Cancellation**

This policy and procedures memorandum cancels AD-4320.1, *External Public Relations*, dated July 19, 2005.

June 5, 2012*

AD-4320.1A

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Policy Reference:

[Delgado Social Media Guidelines](#)

[Delgado Graphic Standards Guide](#)

[Delgado Procedures for Ordering Business Cards, Letterhead, and Printed Envelopes](#)

Delgado Policy and Procedures Memorandum, [Internet Web Pages](#)

Delgado Policy and Procedures Memorandum, [Purchasing Procedures](#)

LCTCS Board of Supervisors [Policy # 6.027, Internal and External Communications](#)

Review Process:

External Public Relations Policy Ad Hoc Committee 5/15/12

Executive Council 5/22/12

College Council 6/5/12

Distribution:

Distributed Electronically Via College's Intranet and E-Mail System