

COLLEGE of CHARLESTON

OFFICIAL POLICY

3.7.1

Media Relations: Press Releases and Statements

03/09/16

Policy Statement

All press releases, statements on behalf of the College and media notifications – with the exception of sports information, which is supervised by the Athletics Director – must be released through the Office of Media Relations in the Division of Marketing and Communications. The Office of Media Relations must be contacted before any information is released to the media concerning internal or external matters that affect the College. The senior director of media relations serves as the College of Charleston’s general media spokesperson.

Policy Manager and Responsible Department or Office

Senior Director of Media Relations, Office of Media Relations in the Division of Marketing and Communications

Policy

The Office of Media Relations is responsible for developing communication strategies, disseminating news, responding to requests for expert commentary and providing information to the media about College of Charleston people, programs, events and activities. The Office of Media Relations also advises faculty and administration on policy issues that affect public perception of the College.

Departments/Offices Affected by the Policy

All departments/offices.

Procedures Related to the Policy

When requesting a press release, please include as much information as possible: details of date, time, place, program content and background information for speakers. Inform media relations about the type of audience you are trying to attract to the event. If you have a special publication you would like to see your story/event sent to, please submit the name of the publication(s) and contact information if available to you.

When you submit an idea, remember the Five Ws: who, what, when, where, why. Answer the Five Ws and you provide the office with a good start in developing the background and story pitches to the media. If you submit photographs, you must include the names of everyone who appears in the image and credit the photographer.

All press releases issued through the Office of Media Relations are written in Associated Press style. All press releases will end with the following standard College of Charleston identifier:

"The College of Charleston is a public liberal arts and sciences university located in the heart of historic Charleston, South Carolina. Founded in 1770, the College is among the nation's top universities for quality education, student life and affordability. With more than 10,000 students, the College of Charleston offers the distinctive combination of a beautiful and historic campus, modern facilities and cutting-edge programs."

Related Policies, Documents or Forms

College of Charleston Brand Manual and Visual Identity and Style Guide

Issue Date: July 1, 2009
Date of Policy Revision: March 9, 2016

Next Review Date: March 9, 2021

POLICY APPROVAL

(For use by the Office of the Board of Trustees or the Office of the President)

Policy Number:

President or

John P. NESP 10

2-9-16