

# COLLEGE of CHARLESTON

## OFFICIAL POLICY

3.7.2

**Media Relations: Opinion and Editorials**

**03/09/16**

### **Policy Statement**

Employees of the College are required to notify the Office of Media Relations before submitting opinion or editorial pieces to any media outlet. The Office of Media Relations should 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.

This policy is not intended to require faculty to seek approval before writing op-eds or letters or to subject the content of such editorials or letters to College approval. The College asks only for the courtesy of timely notice and respect for decisions made by the President and our Board of Trustees designating those who are authorized to officially speak for the College.

---

### **Policy Manager and Responsible Department or Office**

Senior Director of Media Relations, Office of Media Relations

---

### **Policy**

Whenever we communicate with others as a member of the College of Charleston community, our materials, and our words, either strengthen or weaken the College of Charleston's public image. This is an effect of both the specific information we provide as well as the clarity, tone, style and professionalism with which the information is presented. If the College of Charleston is to be recognized as a first-class university, our marketing and communications materials must be of the highest quality.

---

### **Departments/Offices Affected by the Policy**

All departments/offices.

---

## Procedures Related to the Policy

The Office of Media Relations should 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.

Opinion/editorial articles (often called op-eds) normally appear on the page opposite a newspaper's in-house editorials and letters to the editor. Op-eds serve many roles. They can be informative, serious, satirical or light-hearted; they can spark a debate, highlight a neglected point of view or offer a new perspective on a current issue of interest. A timely, well-written and provocative piece can establish the writer as an expert on a particular topic and, at the same time, enhance public recognition for the author and the College's academic programs and research. The College encourages faculty and administrators to write and submit op-eds, which showcase our faculty's expertise to the public and demonstrate the College's involvement in the community.

Editors at large newspapers and magazines receive hundreds of submissions each week, and must weigh several factors when choosing which to publish. The criteria include the article's quality, timeliness, freshness of viewpoint and the number of articles already published on the topic. Priority is often given to a publication's regular columnists. The Office of Media Relations can assist you with determining length, content and style of op-ed articles. Please contact the Office of Media Relations as early as possible in the writing process.

---

## Related Policies, Documents or Forms

*College of Charleston Brand Manual and Visual Identity and Style Guide;*  
*Faculty/Administration Manual (section IV: Statement of Academic Freedom, No. 6*  
*Political Activities of Faculty Members)*

---

**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  
Chairman, Board of Trustees



Date: 3-9-16