

COLLEGE of CHARLESTON

OFFICIAL POLICY

3.7.3

Media Relations: Letters to the Editor

03/09/16

Policy Statement

Faculty and staff who submit letters to the editor that contain the writer's College affiliation or title must send a copy of the letter to the Office of Media Relations prior to submission to the newspaper or magazine. If the writer is expressing a personal point of view on an issue not related to the College or his or her professional position, it is not appropriate to include College title or affiliation. College of Charleston title or affiliation should be included only if the writer's academic and/or professional credentials, or his or her position at the College, is relevant to the letter's subject.

If there is the possibility of confusion about whether the writer might be speaking on behalf of the College, it will be necessary to specifically indicate the writer is speaking as a private citizen and not as a representative of the College. The Office of Media Relations can help clarify these situations, and faculty and staff should contact the Office of Media Relations for advice and guidance.

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 the 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 in the Division of Marketing and Communications

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. The Office of Media Relations can assist 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

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

Y. J. McLeod, Pres.

Date: 3-9-16