

USER GUIDE

Overview

The Office of College Advancement supports LBCC by strengthening awareness of and support for the college's mission and values.

This office is responsible for all information that flows from the college to the public: quarterly Schedule of Classes, annual Catalog and other publications; press releases and advertisements for local newspapers, theaters, magazines, radio and television; displays, posters and pamphlets; and the college website.

Having one office act as a clearinghouse for the information that goes out to the public ensures that all campus documents are professional in appearance, are consistent with the look of the college, and contain all the details required by law such as accessibility notices and postal indicia.

Several Administrative Rules relate to our office including *College Publications*, *News Media Contact*, *Advertising* and *College Website (copies are included at the end of this document)*. Any printed materials that go to the public from Linn-Benton Community College help create an image for the college. A coordinated family of LBCC publications is a critical tool in our marketing effort. To keep track of the messages going to the public and to ensure all LBCC publications enhance the college's marketing effort, all materials printed for external distribution, (i.e., all except materials used in classrooms or offices) must be created by College Advancement or created in consultation with our office.

College Advancement provides all of these services free of charge to campus departments. Printing, mailing and associated costs are handled by the Printing and Mailing Center.

A brief note about what the College Advancement does not do

- We do not have the equipment to do printing, binding or laminating, but we can work with Printing and Mailing Services or an outside vendor to help guide your project through to completion.
- We cannot distribute your product.
- We cannot mail items for you, but we can place first-class or bulk postal indicia on your project. The Printing and Mailing Center can help you with mailing. Look in the Paperless Office under 'Mail Center User Guide' for more information.
- We cannot prepare instructional materials for classroom use.
- We do not take photographs of campus or private parties; our photos must relate to marketing materials.
- We do not decide which curriculum and course description information to include in the catalog or schedule. The Academic Affairs Office controls all the academic content in our publications.

Major Publications

All of LBCC's official publications are produced by the College Advancement Office as follows:

Catalog - Degree and course information comes to us through the Academic Affairs Office, who assures that information is approved by state accrediting agencies. Student services information comes through Student Services Division, mainly the Admissions Office. The administrative and faculty listings comes from division secretaries, administration offices and Human Resources. All of this information is collected by College Advancement, where it is combined into its final document.

Class schedules (four per year) - Class listings comes through the Academic Affairs Office. Information for the community education information pages comes from the community education centers. All information about student services comes through the Student Services Division, especially the Admissions Office. Throughout the history of the college, community surveys have consistently shown that the Schedule of Classes is the number one way people get information about LBCC. The Schedule is mailed to all postal patrons in our two-county district at a special periodical postage rate, making it a cost effective way to "get in front of" our community four times a year.

Program brochures - Information for the Program Brochures comes from the printed catalog; for consistency and accountability, job outlook information comes from CIS; photos are taken by College Advancement in cooperation with departments. The Admissions office distributes the brochures.

Viewbook and CD - These are the first contact pieces sent to interested students, and are developed in concert with the design and information from the catalog. College Advancement works with Admissions on the development of these documents; Admissions distributes them in a variety of ways.

Marketing Your Program or Event

If you would like advice about how to market your department, program or event, contact Marlene Propst, director of College Advancement, ext. 4784, marlene.propst@linnbenton.edu. If you are planning an event, please notify this office as soon as possible. Six weeks is ideal; with less than two weeks' notice, we would be hard pressed to complete a job. It is helpful to contact us when your event is in the planning stages; we can offer advice about how to attract the media to your event and how to make the event more newsworthy.

Before you contact this office, it would be helpful if you could answer these questions:

- What is your goal?
- Who is your audience?
- What is the most effective way to reach this audience?
- How do you plan to distribute your marketing materials?

Working with College Advancement

(How you can help us help you!)

If you decide you would like to have a publication, a display or a Web site created for your area, contact Joe Sherlock at ext. 4414, joe.sherlock@linnbenton.edu. We have all the logos and legal statements needed for your official publications, and years of professional design experience. We can help you with all facets of your publication, including art, photographs and text. Remember, college policy states that all publicity materials printed for external distribution, (i.e., all except materials used in classrooms or offices) are to be created by College Advancement or created in consultation with our office.

Before you meet with our staff, determine what your goal is. Allow plenty time for your project to be completed. It usually takes two weeks for the project to get into our job queue and allow time for proofing and revisions. Examples of marketing materials this office produces include:

- press releases
- posters
- fliers
- brochures
- postcards
- programs for performances
- newspaper ads
- invitations
- displays
- plaques
- certificates

Press Releases

The College Advancement Office provides all college departments with free news release services. If you have information you would like to appear in local publications, contact Lori Fluge-Brunker at ext. 4411 or flugebl@linnbenton.edu. Our office is in constant contact with local media and you can benefit from that relationship.

What you should provide for us:

- Please send your information via e-mail or in an MS Word attachment to Lori Fluge-Brunker, flugebl@linnbenton.edu.
- The basics: Who, What, When, Where, Why and How of your event, story, honor or award, scholarship/grant (amount received and who provided the funds), etc.
- Try to establish a hook or angle for your story.
- If the information is about a student, please include the student's age, home town, and academic major or program

How College Advancement will write/format the release:

Information in most news releases is presented in pyramidal order with the most important information at the top and less important information put in descending order. Student profiles/features unconnected to an event can ignore this rule. For example, events usually include the name of the event, the hour it will be held, day, date and location. Then cost and fees, if any. Next come details of the events, speakers, sponsors, etc.

What happens next:

- After the information is received, the release is written and e-mailed to you for corrections and approval.
- When you give your approval, we will distribute the news release to the student newspaper (The Commuter), appropriate local newspapers and radio stations in Linn and Benton counties, and perhaps to newspapers, radio and TV stations outside the two counties. It may also be put in the monthly staff newsletter, The Insider.

When will I see it in the papers?

Newspapers and radio stations are under no obligation to print or broadcast anything we send them. Remember that they are private, for-profit enterprises; they will determine what they want to distribute to their audiences. They can choose to run an article as is, edit it, assign it to a reporter to write another version of it, or ignore it completely. However, members of the local press generally have been favorably disposed to publicizing our events and services.

Easy sells:

- Most campus events that are open to the public will appear somewhere, sometime in the papers.
- News about new programs, scholarship awards, grants received for special projects, high-level staff promotions with a mug shot usually are printed.

Hard sells:

- The local newspapers seem to limit "student success stories" to one or two a year. The stories usually need to have something unique about them; e.g., a Russian student at LBCC.
- Stories about wonderful students who worked really hard to get a degree and then got a job are generally not considered news by the local media.

Print Advertisements

Our graphic artists design dozens of newspaper ads each year. If you would like to run a display advertisement for your classes, department, or event, give us a call. We can design your ad and work with you to get it placed in the media. Contact Joe Sherlock at ext. 4414, joe.sherlock@linnbenton.edu.

Radio and TV Advertisements

We can also arrange to have ads created and aired on radio or TV. There is no charge for our services, but you will be responsible for the ad placement fee. Contact: Joe Sherlock at ext. 4414, joe.sherlock@linnbenton.edu.

Displays

The college participates in the Linn and Benton county fairs, career fairs, and other recruiting events. We have a limited number of display boards and tablecloths available for checkout. If you need a display for your department, we can work with you to take photos and create text pieces to be mounted for your display. Contact Lori Fluge-Brunker at ext. 4411 or flugebl@linnbenton.edu for more information.

Photography

The college does not have an official photographer. The College Advancement Office does take photos during the year for marketing projects. We do not take photographs of campus or private parties. Media Services has digital cameras available for checkout. See www.linnbenton.edu/go/media-services for more information.

Staff Newsletter

The LBCC staff newsletter, *The Insider*, is published each month during the academic term. Lori Fluge-Brunker is the editor of *The Insider*. We're always looking for staff news items to include. If you have ideas or information that could be included, contact Lori at ext. 4411 or flugebl@linnbenton.edu.

Promotional Items

We have a limited number free pencils, pens, carabiners and other giveaway items for student recruitment activities. Please note that if you need items to give out at a professional development activity or mug or shirt exchange at a conference, you may purchase imprinted items at the Bookstore. Contact Lori Fluge-Brunker at ext. 4411 or flugebl@linnbenton.edu for more information.

Web sites

Web site development is overseen by the Web Presence Committee, chaired by Joe Sherlock. The college utilizes a customized content management system allowing editing of pages as well as standardization of navigation and general look of the site. If you have questions about the college Web site, contact Joe at ext. 4414, joe.sherlock@linnbenton.edu.

Contact with the Media: Media Relations

Guidelines for speaking with reporters

All information that goes out to the public should be routed through the College Advancement Office. We are eager to communicate college news to the external community. By choosing to promote your program or event through the media, you have chosen an effective marketing tool. Not only does press coverage lend your news item credibility (readers know they are not reading a paid advertisement), you get free publicity. However, because press coverage is free, you don't have the control over your message that you would have with a paid ad.

If members of the media should contact you, please refer them to Marlene Propst. You as an individual may speak with someone in the media, but DO NOT represent yourself at a spokesperson for the college. If you have a human interest story that you think is interesting, contact Marlene Propst, director of College Advancement, ext. 4784, marlene.propst@linnbenton.edu, and she will contact the media.

Business Cards and Letterhead

Business Cards

These cards are produced by the Printing Services Office for every staff member. They are printed on a predetermined schedule. The order form is available online at www.linnbenton.edu/go/printing-services.

Business Card Policies

The college business card has been designed for use as a personal contact piece for official college business. Elements included are:

- the college logo
- name of staff member or department
- title of staff member
- department or division
- the general college address
- staff member's college telephone number
- staff member's college FAX number
- staff member's college e-mail address.
- general college Web site address

It is not appropriate for personal e-mail addresses and personal phone numbers to appear on LBCC business cards. The cards are for official college business and, as such, they contain only official college contact information. Web addresses that are specific to departments/programs/divisions addresses are generally not included on the business card, as the majority of them are too long.

The business card is not designed to list two addresses/phone/FAX, etc. If a staff member works at two locations, they have two choices: obtain two separate cards or get a card that is printed on two sides, each with the different contact information.

Groupwise e-mail accounts are available for all LBCC employees, including part-time employees. If the employee does not have a desktop computer, the e-mail account may be used via the GWA Web browser interface from any computer with access to the Internet. Also, voicemail accounts are available to all LBCC employees, whether they have an office phone or not. This voicemail box can be checked from any telephone. The e-mail and phone systems are maintained by LBCC.

Many commercial online services (hotmail, yahoo, etc.) include advertising with every message sent, unseen by the sender. We do not want to imply endorsement by LBCC of these commercial services.

Letterhead envelopes and stationery

Although LBCC's official letterhead was designed by the Marketing Office, it is produced in the Printing Services Office. You should e-mail Printing or call ext. 4673 to place your order.

College Logo

There is only one official LBCC logo. The LBCC logo is for use on any and all official college publications. Department logos (made up of the college logo above a rule and department name) are created by the College Advancement Office and follow a strict design policy. Letterhead, envelopes, etc. are available from Printing Services and follow specific design guidelines. Any publications that will be distributed off-campus need to be coordinated through the College Advancement Office. The logo file is available from the College Advancement Web site for use on internal documents, forms, etc., and should be compatible with most word processing software.

The rules of logo use are as follows:

- Do not stretch, distort or otherwise alter the logo.
- Do not use the logo in combination with any other logo or design elements.
- The logo may appear next to another logo or design element, but should not be combined with anything that would imply that it is a new logo.
- The logo cannot appear smaller than 1/2 inch wide. A display width of at least 3/4 inch is preferable.
- Do not alter the color of the logo. The official blue color of the logo is PMS 286.
- Allow comfortable visual space for the logo by not placing text or graphics too close.
- The black-only version of the logo should be suitable for any and all memos and documents that will be photocopied or printed in black ink only.
- If your project is to be printed in more than one color, please contact College Advancement for assistance.

LBCC's Athletics Department Roadrunner

LBCC has an official Roadrunner illustration that is limited to use on Athletic Department materials.

College Seal

The official LBCC seal should be used only for diplomas and other special projects. (The seal should not be substituted for the LBCC logo. Its color is PMS 286.

College Colors

The official LBCC colors are blue (PMS 286), gold (PMS 129), and white.

Required Statements

The law requires that certain statements appear on college publications. These statements change periodically; the College Advancement Office maintains official statements to be used on college materials. The current versions of the statements are as follows:

- Space available, all college recruitment ads must contain the college logo and the statement: LBCC is an equal opportunity institution.
- College brochures and fliers inviting the public to specific event(s) at a specific day and time should also have this disability notice: For disability accommodations, call 917-4789. Submit requests four to six weeks before the event. To call any LBCC department by TDD, call through Oregon Telecommunications Relay Service 1-800-735-2900 and provide OTRS with the number of the department you wish to reach at LBCC.
- OAR 559-004-0400 authorizes Linn-Benton Community College to ask you to provide your social security number. The number will be used by the college for reporting, research and record keeping. Your number will also be provided by the college to the Oregon Community College Unified Reporting System (OCCURS), which is a group made up of all community colleges in Oregon, the State Department of Community Colleges and Workforce Development, and the Oregon Community College Association. OCCURS gathers information about students and programs to meet state and federal reporting requirements. It also helps colleges plan, research, and develop programs. This information helps the colleges to support the progress of students and their success in the workplace and other education programs.

- OCCURS or the college may provide your social security number to the following agencies or match it with records from the following systems:
 - State and private universities, colleges, and vocational schools, to find out how many community college students go on with their education and to find out whether community college courses are a good basis for further education;
 - The Oregon Employment Department, which gathers information, including employment and earnings, to help state and local agencies plan education and training services to help Oregon citizens get the best jobs available;
 - The Oregon Department of Education, to provide reports to local, state, and federal governments. The information is used to learn about education, training, and job market trends for planning, research, and program improvement.
 - The Oregon Department of Revenue and collection agencies only for purposes of processing debts and only if credit is extended to you by the college.
 - The Internal Revenue Service for 1098 reporting.
 - The College Board, if you take the Accuplacer Placement test, for educational research purposes.
 - State and federal law protects the privacy of your records. Your number will be used only for the purposes listed above.

- Job titles:

When the title appears in front of the person's name, capitalize it. When it's used after the name, it's not.

 - President Rita Cavin said... or Rita Cavin, president of LBCC, said...
 - Bruce Clemetsen, associate dean of Student Services, said.... or Associate Dean of Student Services Bruce Clemetsen said...
 - The next reference should be the president said... or Cavin said... or Clemetsen said...
 - The title of Dr. is usually reserved for medical doctors. We can write, John Jones, who has a doctorate in psychology, led the seminar.
- Capitalize the official names of programs and departments; informal references should be lowercase.
- Names of seasons should be lowercase (summer, fall, winter, spring).
- Names of academic terms should be lowercase (summer term, fall term, etc.)
- Capitalize and use two words for Web site or Web page.
- Capitalize Web and Internet.
- Use a hyphen and lowercase for e-mail unless it's the first word in a sentence.
- Online is one word.
- It's is a contraction for it is. (It's too late to register.)
- Without an apostrophe, its indicates possession. (The dog keeps chasing its tail.)
- A disk is a medium on which data can be altered as well as read.
- Use disc for discs that read only, such as laserdisc or compact disc.
- Faculty is a collective noun that refers to the college's entire faculty. It takes a singular verb.

Writing Style Guide

The Marketing Office has created a style and identity guide to help LBCC staff produce standard, high quality documents that are consistent with the look of the college's major publications and other materials. This guide is not intended to be comprehensive, but it does address a number of troublesome issues. It also offers tips on correct use of punctuation and writing for publications and Web pages. In general, we follow the guidelines recommended in the Associated Press (AP) Stylebook and Libel Manual for print publications in concert with internal content and style guidelines.

A complete copy of the LBCC style guide is available at <http://po.linnbenton.edu/accreditation/writingstylemanual.pdf>

(Note: this style is not appropriate for use in academic papers.)

Excerpt from the Writing Style Manual: Common Mistakes

Listed below are some of the most common mistakes that Marketing staff members have noticed in campus materials:

- Be sure to put a hyphen in Linn-Benton Community College.
- The acronym for the college should be written LBCC, not LB or L.B. or L.B.C.C.

Building/campus/center names

LBCC has one campus and three centers: Albany campus (not 'main' campus), Benton Center, Lebanon Center and Sweet Home Center.

This is just a small example of the Writing Style Guide's content. A complete copy of the LBCC style guide is available at <http://po.linnbenton.edu/accreditation/writingstylemanual.pdf>

ADMINISTRATIVE RULE NO: A204

RELATED TO POLICY SERIES NO: 2040 (Board Policy Development and Procedures)

TITLE: COLLEGE WEBSITE

LBCC has a comprehensive web identity in order to create a high quality and consistent image of the college. Website standards ensure the presentation of this image, consistency and ease of navigation and adherence to college and federal guidelines. The Marketing and Publications Office and Media Services work with users to plan, post and maintain LBCC webpages.

Domain Names:

The official college homepage is <http://www.linnbenton.edu>. There are a small number of servers hosting college webpages, therefore addresses may vary slightly, but always contain "linnbenton.edu" (sis.linnbenton.edu, cf.linnbenton.edu, etc.) These servers and their registered domain names are maintained by Information Services. Any other unique domain names are to be avoided as they dilute the consistency of the college's image. Any and all domain registrations related to LBCC are handled by Information Services.

Webpage Template:

The webpage template must be used on all non-instructional webpages which include but are not limited to general college information, departments, divisions, student services, etc. Instructional pages are those which are part of a faculty member's instruction of individual classes, or pages created by students as part of said classes.

The web template is overseen by the DEIT Web Presence Committee, and may be altered periodically to keep up to date with technological advances, legal issues and the college's web identity. Use of the web template ensures each page will contain the LBCC logo, link to our equal opportunity statement, and a consistent arrangement of navigation elements.

Webpage Content:

Each page should be written in a concise, clear manner, in first-person (i.e. "you" rather than "the student"). Information should be broken down into easily comprehended parts. Avoid long pages of text when possible. Writing copy is usually the responsibility of the person requesting the publication. Marketing and Publications will work with you to edit, polish, and complete the material. Large graphics or photos should be avoided to ensure speed of downloads. Small 'thumbnails' which are clearly marked as linking to larger photos may be used. Flashing or animated graphics should be avoided to ensure speed of download, cross-platform/browser use, and not detract from the college image.

College Identity:

When referring to the college use either

Linn-Benton Community College

or

LBCC

Do not use LB, L.B.C.C., Linn-Benton, or other abbreviations.

Campus Event Disability Statement:

Any promotional material (webpages included) that invites the public to campus for a specific class, event, etc. needs to include the following statement:

"If you require disability accommodations in order to attend or participate in this [event/program/seminar/class], please contact [Dept. name] at (541) [Dept. phone], at least one week in advance."

External Links:

Webpages may contain links to external sites that advance the work of the college. The establishment of links will be governed by the college's general Computer Use Guidelines (Administrative Rule B301). Authors of Web documents who link to outside locations are responsible for clearly identifying the Internet location, respecting copyright or intellectual property rights and avoiding obscene or objectionable content. Permission from linked site should be gained whenever possible. It needs to be clear to the user that by clicking on that link, they will be leaving the LBCC website, therefore the following statement is required on any page with links to external sites:

"The following pages are located off the LBCC server. LBCC is not responsible for their content."

Please note that the Computer Use Guidelines are very clear that the college's computing resources not be used for personal gain, which means that staff cannot promote personal enterprises outside the college, which would include linking to such enterprises.

Use of the LBCC logo

The college has one official logo, maintained by Marketing and Publications. The official logo is available from the Marketing and Publications website, which also provides "rules of use" for the logo.

Avoid Duplication: Link to Existing Information

Because the site is an important and official source of college information, it is important that individual departments not duplicate or create inconsistencies with information provided college-wide or elsewhere on the site. The best way to avoid this is to be familiar with the site and to link to college information rather than recreating it. Examples include much of the information generated from the front section of the LBCC Catalog and from the Schedule of Classes. When in doubt, check with Marketing and Publications to see if information is already maintained on the site.

If you have questions about webpages, contact the Marketing and Publications Office or Media Services.

DATE OF APPROVAL: 2/15/05

ADMINISTRATIVE RULE NO: A201

RELATED TO POLICY SERIES NO: 2040

TITLE: COLLEGE PUBLICATIONS

Any printed materials that go to the public from Linn-Benton Community College help create an image for the college. A coordinated family of LBCC publications can be an important tool in our marketing program.

The Marketing and Publications Office and Printing Services work together to help college program staff produce quality printed materials at a reasonable price. To keep track of the messages going to the public and to ensure all LBCC publications enhance the college's marketing effort, all materials printed for external distribution, (i.e., all except materials used in classrooms or offices) must be approved by the Marketing and Publications Office before art work is done.

The Marketing and Publications Office (MAP) works with users to plan and produce publications as camera-ready or electronic files for printing.

Publications fall into several categories:

1. "Official" College Publications include the catalog, program guides, class schedules and any materials used for general student or public information. It is the responsibility of MAP to coordinate publication of these documents with other appropriate college offices.
2. "Official" College Materials, including business cards, letterhead, and envelopes are the responsibility of Printing Services.
3. Program-Specific Publications include materials for the Foundation or division events and programs, term promotions, special projects, and commercial advertisements. The responsibility of the coordination lies with the individual department or program needing the materials.

All printed materials must contain:

1. Date
2. LBCC logo (contact MAP for guidelines)
3. Affirmative action statement, when appropriate
4. Disability statement, when appropriate
5. Social Security Number statement, when appropriate

Priorities for Printing Services and MAP time:

1. Instructional materials (generally produced by the department or Media Services)
2. Official publications
3. Other publications on a first-come, first-served basis.
4. When Printing Services reaches capacity and there are conflicts for priority, these conflicts are settled by the Supervisor of Printing Services.
5. If time is of the essence and Printing Services cannot meet your needs, they will advise you of outside shops where you can get the work done.

Writing copy is usually the responsibility of the person requesting the publication. MAP will work with you to edit, polish, and complete the material.

PLAN PRINTED MATERIALS AT THE SAME TIME YOU PLAN YOUR YEAR'S PROGRAM ACTIVITIES. Here are some "how-to's" to make planning publications fast and simple. Everyone connected with LBCC who wants to get materials printed for external use should follow these guidelines. (Publication request forms are available by contacting MAP.)

External Publications Checklist:

1. You think you need a publication...

2. Ask yourself:

Who is the audience?

What is the purpose?

What do I want to tell them?

What is my budget?

When do I need it?

3. Take that information to MAP. Fill out the Publications Request form with MAP and talk about the purpose of the publication, answering the questions above.
4. Talk to Printing Services. Take the Printing Request Form with you along with a clear idea of what you want. Printing staff will go over your information with you and give you an estimate of the time and cost to do your project.
5. Give your final copy to the Marketing and Publications Office.
6. Material is returned to you for final proofing and corrections. Sign the proof stamp if it is ready for printing.
7. If corrections are made, sign the new proof to okay it for printing.
8. MAP or the user delivers the job to the printer.
9. Finished materials are delivered to you.
10. The job is billed to your department.

If you have questions about publications preparation, contact the Marketing and Publications Office. For publications production information, contact Printing Services.

DATE OF APPROVAL: 8/13/84

DATE OF REVISION: 11/4/97

ADMINISTRATIVE RULE NO: A202

RELATED TO POLICY SERIES NO: 2040

TITLE: NEWS MEDIA CONTACT

In general, the Marketing and Publications Office (MAP) makes contact with the news media on newsworthy items and acts as a liaison between news media and college staff. The intent is not to screen individuals from the news media, but to provide background and support services to help the reporter get the story and best use the time staff have to devote to publicity activities. It also enables MAP to coordinate release deadlines, news conferences, and other publicity activities to avoid conflicts.

1. Responding to News Media Inquiries. If you are called directly by a reporter, please be cooperative and answer the questions or make referrals, but alert the Marketing and Publications Office.

Contact about programs, classes and activities is desirable; however, the staff member or student should use discretion when talking to reporters. Normally, you are expected to comment only on matters within your area of expertise.

It is important never to guess--if you don't know an answer, say so, and get back to the reporter with the information or refer the reporter to MAP if a reporter's questions can best be answered by someone else in the college.

Always inform MAP of the date and nature of any significant media contact.

All media requests for information about the general administration of the college including budget, contract negotiations, policies, and Board actions, should be referred to the appropriate office. If you are unsure of the correct referral, send such requests to MAP. Staff should also refer queries to MAP if they deal with subjects for which responsibility is shared among administrative or academic departments.

2. Working with the News Media. Personalized help working with the news media is available in the Marketing and Publications Office.

3. Initiating News Coverage or Publicity. To initiate media coverage, contact MAP for help targeting the audience for your message and selecting the best publicity method.

a. Submitting Information--If LBCC initiates a story, we give it equally to all interested news media. However, if a reporter initiates the contact, it is the reporter's story and we may give the information without feeling an obligation to notify other media representatives.

b. News--"Hard News" consists of a set of facts that are new, in which the reporters and the public have an interest. Look for the "who, what, when where, why" of the story, and relay the facts to the Marketing and Publications Office.

c. Bread-And-Butter Publicity--Send creative story ideas to the Marketing and Publications Office for use on a continuing basis. Suggestions include programs and teaching innovations, famous "names" visiting the college, student events, cultural series, etc.

d. Features--Features are longer, in-depth stories which take a little more time to arrange and develop, but they may not be totally dependent on timeliness. Send ideas to MAP any time.

4. Calling News Conferences. The news conference is most useful when there is a major announcement to be made--one about which the media will have many questions. It is also useful when a number of people are involved in an event or announcement. News conferences are tools to be used sparingly and should always be coordinated through the Marketing and Publications Office.

DATE OF APPROVAL: 8/13/84

DATE OF REVISION: 11/4/97

ADMINISTRATIVE RULE NO: A203

RELATED TO POLICY SERIES NO: 2040

TITLE: ADVERTISING

Advertising for general college image-building and public information is handled through the Marketing and Publications Office (MAP).

Advertising for individual divisions and programs is placed by MAP at the request of the division dean. These ads are billed to the requesting division.

Advertisements for staff positions, legal notices, etc., are placed by the President's Office, Office of Academic Affairs, Office of Fiscal Affairs, and Office of Human Resources/Payroll.

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