

Essex County College College Regulation

REG 1-17 MARKETING & MEDIA RELATIONS

Purpose:

To establish an institutional protocol for creating institutional standards for communications and marketing materials, for informing the public of the College's mission and related activities to gain positive coverage in mass media outside of advertising placements, and for relaying information to the media that is consistent with the College's messaging and overall brand.

Definitions:

Marketing: Marketing is the activity for creating, communicating and delivering value to potential students, returning students and the community through a positive image of the College. Marketing channels (methods) include print, online and mobile materials, such as flyers (both print and electronic), brochures, advertising and sponsorships.

Media Relations: Media relations is the activity of working directly with persons responsible for the editorial (news, features, publications), public service and sponsored programming products of mass media. Contact with the media is most commonly done via phone, email or sending photos or video clips. Mass media continues to expand and includes electronic, broadcast and print channels.

Application:

1. All areas, divisions and departments of the College are required to use the official logo, and it is in the sole discretion of the Department of Marketing & Communications (DMC) to limit the number and type of variations used by its departments. The most important principles in generating name recognition are consistency, frequency and repetition over time.
2. The DMC has developed *Essex County College Logo Guidelines* (Reg. 1-15: Use of College Trademark/s). All divisions and departments must adhere to these guidelines for consistency in brand messaging. Divisions and departments may only develop divisional and departmental logos in accordance with these guidelines.
3. DMC has the sole responsibility for College marketing, advertising and media relations. All advertising must be approved and placed by the Department of Marketing & Communications, **with the exception of public notices and classified ads for HR position recruitment.** The Department of Graphics and the Print Shop will reject any materials submitted for printing that do not meet the *Essex County College Logo Guidelines* or that are not consistent with the College brand. While off-campus and outside of work hours, employees and faculty may express themselves as private citizens to the media such as in letters to the editor, and should not reference their employment at the College.
4. All institutional publications that represent Essex County College must be developed in cooperation with the DMC. Unauthorized use of the College seal and/or logo via standard print or electronic publications/websites is not permitted.
5. Any marketing collateral material for an event (such as flyers and brochures) must be

approved by the respective the Area Head.

6. The Department of Marketing & Communications is a support department of the College, and provides creative services to promote academic programs and College-wide special events through various marketing and communications channels. When requesting the DMC to create a brochure/flyer and/or to assist in planning a special event, DMC should be notified at least (14) days in advance of the required event date, ad placement or announcement, although shorter turn-around times may be accommodated on a limited basis. Advance notification will ensure optimal media coverage.
7. All requests from non-profit organizations for event sponsorships are organized through the DMC which will determine the appropriate level of sponsorship and the size of the ad journal advertising in cooperation with the President's Office.
8. Prior to inviting a legislator (municipal, county, state or federal), the department planning the event should seek approval from their Area Head. Once approved by the Area Head, and the invitation is accepted, the Area Head will notify the Department of Marketing & Communications who will assign a photographer if necessary and will facilitate whether a Cabinet member should welcome the individual to campus.
9. All contact with the news media shall be coordinated through the DMC to ensure that correct and institutionally approved information is released and made available to the proper sources. No one should contact a reporter without prior approval by the DMC.
10. The President is the official spokesperson for the College; therefore, College employees shall not identify themselves as speaking for the College unless designated by the President. The Director of Marketing & Communications is the Public Information Officer. All media calls should be directed and/or transferred to the Department of Marketing & Communications.
11. Campus newsmakers may be contacted to offer opinions as experts in their field. Based on their comfort in speaking with the media, they can be available for media interviews as requested by the Marketing & Communications department. The DMC will make arrangements for the interview and will provide the interviewee with the background necessary for an effective interview. If an employee or department is contacted by the media directly for an interview, the reporter should be directed to the Department of Marketing & Communications, who will serve as the intermediary between the media and the on-campus expert.
12. The Department of Marketing and Communications welcomes story ideas from the College community. The guiding principle of the DMC's communications efforts is to share the College's success stories with the community via mass media in a positive and accurate manner. If any employee has a newsworthy "story idea" related to an issue, project, or event, please contact the Department of Marketing and Communications. Some questions to consider when deciding whether a story is "news worthy":
 - Is this something new, different, a first for Essex County College?
 - Has someone done something heroic, highly admirable or unusual?
 - Is this something that would catch the general public's interest?
 - Does this have an impact on the general public?
 - Does this relate to an already prominent local, regional or national issue or trend?

