

COLLEGE of CHARLESTON

OFFICIAL POLICY

3.7.1

Media Relations: Press Releases and Statements

06/16/20

Policy Statement

All press releases, statements on behalf of the College of Charleston and media notifications – with the exception of sports information, which is supervised by the Athletics Director – must be submitted to the Division of University Communications prior to release. The Division of University Communications must be contacted before any information is released to the media concerning internal or external matters that affect the College. The Vice President of University Communications and the Senior Director of Media Relations serve as the College of Charleston’s official spokespeople.

Policy Manager and Responsible Department or Office

Vice President of University Communications, Division of University Communications

Policy

The Division of University Communications 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 Division of University Communications also advises faculty, staff 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

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When requesting a press release or submitting a draft press release for approval, please include as much information as possible: date, time, place, program content and background information for speakers. Inform the Division of University Communications about the type of audience you are trying to attract to the event. If you have a particular media outlet as the target for your story/event, please provide the name of the publication(s) and contact information.

When submitting an idea, remember the Five Ws: who, what, when, where, why. Answering the Five Ws provides Communications staff with basic information for developing a press release and making pitches to the media. If you submit photographs, please include the names of everyone who appears in the image and credit the photographer.

All press releases issued through the Division of University Communications and posted on *The College Today* news site are written in Associated Press style. All press releases should 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: June 16, 2020	Next Review Date: March 9, 2021
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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: 6/18/20