

COLLEGE of CHARLESTON

OFFICIAL POLICY

3.7.2

Media Relations: Opinion and Editorials

06/16/20

Policy Statement

Faculty, staff and administrators who submit opinion essays (op-eds) that contain the writer's College affiliation or title should send a copy of the essay to the Division of University Communications prior to submission to a media outlet. 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 essay's subject.

The Division of University Communications should be consulted 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.

This policy is not intended to require faculty to seek approval before writing op-eds 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

Vice President of University Communications, Division of University 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

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Opinion essays (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 Division of University Communications can assist faculty and administrators with determining length, content and style of op-ed articles. Please contact the Division of University Communications 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: June 16, 2020

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: 6/18/20