

# COLLEGE of CHARLESTON

## OFFICIAL POLICY

3.7.3

**Media Relations: Letters to the Editor**

**06/16/20**

### **Policy Statement**

Faculty, staff and administrators who submit letters to the editor that contain the writer's College of Charleston affiliation or title should provide a copy of the letter to the Division of University Communications prior to submission to the newspaper or 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 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 Division of University Communications can help clarify these situations, and faculty, staff and administrators should contact the Division of University Communications 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 essays 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.

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### **Policy Manager and Responsible Department or Office**

Vice President of University Communications, Division of University Communications

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## **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.

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### **Departments/Offices Affected by the Policy**

All departments/offices.

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### **Procedures Related to the Policy**

Faculty, staff and administrators who submit letters to the editor that contain the writer's College of Charleston affiliation or title should provide a copy of the letter to the Division of University Communications prior to submission to the newspaper or 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 letter's subject.

The Division of University Communications should 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 . The Division of University Communications can assist with determining length, content and style of opinion essays and letters to the editor. Please contact the Division of University Communications as early as possible in the writing process.

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### **Related Policies, Documents or Forms**

*College of Charleston Brand Manual and Visual Identity and Style Guide*

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<b>Issue Date: July 1, 2009</b> <b>Date of Policy Revision: June 16, 2020</b>	<b>Next Review Date: March 9, 2021</b>
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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