

Polk State College Procedure

Subject	Reference	Date	Number
External Public Relations	6Hx21 2.7	03/15/16	6030

1. Purpose

To promulgate procedures for the release of information about the College to the public through the press, radio, television, special-interest publications, and community agencies.

II. Procedures

- A. For news releases, articles, and other informational material issued by, for, or in the name of the College to the mass media, special-interest publications, and various news outlets, the following procedure is to be observed:

All College news releases or articles for the above agencies are cleared through and distributed by the Office of Communications & Public Affairs (OCPA). Editorial consultation, assistance in production, and placement will be provided as requested and available.

- B. Advertising is handled as follows:

All College advertising (except legal advertising and employment position ads) is to be cleared through OPCA. The Associate Vice President of Communications & Public Affairs will assist in working out advertising schedules.

- C. Student-produced publications, such as student newspapers, yearbooks, quarterlies, etc., should be reviewed by the appropriate faculty and/or staff advisor and should follow the guidelines set forth in "D" below.

- D. Printed material issued in, for, or in the name of the College – such as brochures, pamphlets, posters, etc.

1. Must include:

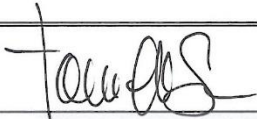
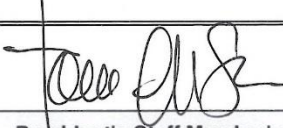

- a. Current Polk State College logo in black or white if printing only one color, or red and black (PMS-200) if printing two (or more) colors.
- b. Equal Access/Equal Opportunity statement, which is: *Polk State College is committed to equal access/equal opportunity in its programs, activities, and employment. For additional information, visit polk.edu/equity.*
- c. College website: polk.edu

2. May include:
 - a. College name and address (including 9-digit zip code and phone number)
 - b. List of official campuses and centers in the following order: Winter Haven • Lakeland • Airside • Lake Wales • Bartow

3. When designing these materials, keep the following questions in mind:
 - a. Does the material clearly communicate its message?
 - b. Is it clearly identifiable as Polk State College?
 - c. Does it give an impression of quality and professionalism?
 - d. Has quantitative information been verified by the appropriate sources?
 - e. Has the document been proof-read for grammar and spelling errors?

III. Assistance in planning, promoting, and publicizing special events at the College will be provided through OCPA. To meet news deadlines, information concerning the event should be sent to OCPA at least two weeks in advance.

History: Adopted: 6.7 8181 October 19, 1974
 Revised: August 10, 1979; November 22, 1985; February 25, 1988; January 23, 1991;
 November 14, 2006; August 18, 2009; October 23, 2014 and March 15, 2016

	4/6/16		4/6/16
Executive Responsible for Procedure	Date	President's Staff Member's Approval	Date
			4/12/16
President's Approval			Date