

PURPOSE: TO PROVIDE INFORMATION CONCERNING RESPONSIBILITIES OF BRERNAU FACULTY AND STAFF IN MEDIA RELATIONS, PUBLICATIONS, ADVERTISING AND COMMUNICATION OTHER EXTERNAL AND INTERNAL AUDIENCES.

A. PUBLICATIONS

As a matter of policy, the Office of Communications & Publications, based on the Gainesville campus, oversees all news releases, contact with the media, publicity, marketing communications and publications for internal and external audiences for the university.

1. The exception to this policy is material related directly to student recruitment and retention, which are the responsibility of the Senior Vice President for Enrollment and Student Services.
2. Although such materials may be prepared by any member of the faculty or staff, none should be distributed to any audience or published in any media, including the World Wide Web, without prior approval and consent of the office of communications and publications.
3. Preparation of materials that use the name or Brenau University of any graphical identity of that name must adhere to guidelines set forth for logo and name use and must be approved in advance by the Office of Communications & Publications. Standards, guidelines and logo use policy are available through the Office of Communications & Publications.

B. MEDIA

As a matter of policy, the Vice President for Communications & Publications oversees all communication with the news media – print, broadcast or online – on behalf of the university.

1. All news releases and other materials prepared for the media or for external publication are handled through the Office of Communications & Publications. Such notices should not be distributed by any faculty or staff member without the prior approval of the Office of Communications & Publications.
2. Academic releases will not be issued without prior consultation with the Provost & Vice President for Academic Affairs and/or appropriate deans.
3. Contact with the media for any purpose should not be initiated without approval of the Office of Communications & Publications. Unsolicited contact by media representatives should be reported immediately to the Office of Communications & Publications.
4. Any fulltime or part time employee – faculty or staff – who is contacted by any member of the media seeking an official university comment on any subject should immediately refer the media representative to the Office of Communications & Publications.
5. As a matter of policy, the Vice President for Communications & Publications is the official spokesperson for the university and is the principal liaison between the university and the media.
4. The Office of Communications & Publications may request specific university employees, faculty or staff, and in some cases students, to participate in media interviews and be the subject of media photography.
5. Any full-time or part-time employee, faculty or staff, who is contacted by any member of the media seeking an interview on any subject as a representative of Brenau University

(or as an individual who is identified as an employee of Brenau University) should contact the Office of Communications & Publications prior to granting the interview. If this is not possible, the contact (including identification of the media representative) should be reported to the Office of Communications & Publications immediately.

C. BRENAU WEB SITE

1. The Office of Communications & Publications oversees the Brenau University presence on the Internet – specifically the publication of the university's public-facing Web pages branching from the www.brenau.edu domain. All the pages must comply with publication graphical and editorial standards administered by the Office of Communications & Publications. The use of the name or Brenau University or any graphical identity of that name must adhere to guidelines set forth for logo and name use and must be approved in advance by the Office of Communications & Publications. Standards, guidelines and logo use policy are available through the Office of Communications & Publications.
2. Any public-facing Web page published on any other domain (including the Brenau intranet) that functions as or purports to be a public-facing page must comply with publication graphical and editorial standards administered by the Office of Communications & Publications.

D. ADVERTISING

1. The Office of Communications & Publications oversees general advertising for the university as well as advertising for special events. Requests for all such advertising placements must go through the OC&P and all materials used in such advertising must be approved in advance by the Office of Communications & Publications.
2. The Senior Vice President for Enrollment and Student Services oversees all advertising related to Student recruitment and enrollment. All advertising queries must be directed to Maida Johnson, Catalyst Communications, (410) 465-7507.

E. STYLE GUIDE

1. For most publicity, marketing and publicity materials, the Brenau University standard guide for punctuation, spelling and composition is *The Associated Press Stylebook*. The manual is available at most bookstores and online. An online version containing a few Brenau variations is available through the Office of Communications & Publications.