



Policy: 01-61-00

Public Relations & Marketing Office

OFFICE OF RECORD: Public Relations & Marketing Office

ISSUED BY: Director of Public Relations & Marketing

APPROVED BY: 01-61-00

EFFECTIVE DATE: 12/24/86 (Revised 1/16/01)

Policy

Information about any aspect of Dakota State University including personnel, activities and programs will only be provided to the public media through the Director of Public Relations & Marketing or other representatives as directed by the President.

Procedures

The Director of Public Relations & Marketing is responsible for assisting faculty, staff and students in the preparation of information in the manner and form suitable for release to the public media.

News

1. Faculty, staff and students submit information for news releases at least 10 days in advance (except for emergencies) to the Public Relations & Marketing Office. News items may be sent via email, telephone, or campus mail. A contact name and phone number must be included. News items should include basic information - the "Who, What, When, Where, and Why."
2. Formats have been developed to provide the information needed for individualized news releases to students' hometown news media. These forms are available from the Public Relations & Marketing Office. This information is tailored to each specific release, but may include the student's name, address, hometown media, major, parents' name, etc.
3. Contact the Public Relations & Marketing Office with information about activities or programs that may be of interest to the media. Appropriate media will then be contacted for further coverage.

4. When writing articles or letters to the news media expressing individual opinions, make it clear that these are the opinions of a private citizen rather than a representative of the university by using personal stationery.

Publications/Advertising

1. All major publications and advertising must be cleared through the Public Relations & Marketing Office. This does not include position announcements and related advertising or items designed for on-campus distribution.
2. Guidelines for using the university's logos are provided in Policy 01-63-00. Follow these in designing or ordering printing.

Photography

1. The Public Relations & Marketing Office must be informed 10 working days in advance of an upcoming DSU event and must be given proper instructions as to what photos should be taken.
2. The Public Relations & Marketing Office will supply a photographer and camera. If the Public Relations & Marketing Office will keep the photos, it will supply film and pay for development. If another office keeps the photos, that office will supply film and pay for development.
3. If a photographer is not available, a camera is on hand for check out. The person who checked out the camera is responsible for its safety and return.