

MANUAL OF PROCEDURE

PROCEDURE NUMBER: 1701

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PROCEDURE TITLE: Communications

STATUTORY REFERENCE: FLORIDA STATUTE 1001.64

BASED ON POLICY: I-70 Communication with the Public

EFFECTIVE DATE: January 31, 1974

LAST REVISION DATE: November 8, 2005

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I. PURPOSE

To prescribe procedures for disseminating information about the College to the public through the news media, community agencies, and other means of mass communication; implementing the College's advertising program; developing and producing College publications intended for distribution to the public; planning, promoting and publicizing special events at the College.

II. PROCEDURE


1. **NEWS MEDIA.** The following procedure is to be observed for the dissemination of all informational material issued to the media by, for, or in name of the College.
 - A. All College news releases and/or articles for the press, radio, television, magazines, special interest publications, news bureaus, etc. are produced and distributed by the Office of Communications.
 - B. College personnel having informational material for release through any of the above agencies should contact the Office of Communications. Information may be provided to the Office of Communications on a special form available through that office or, if desired, a staff writer will be assigned to research and prepare the material. The Office of Communications is headquartered at the Wolfson Campus of Miami Dade College.

- C. Requests for news releases should be submitted far enough in advance to allow adequate time for preparation and distribution to the appropriate news agency. In the case of news releases for which complete information is furnished by the originator, the material should be submitted at least a week in advance. For articles and/or releases which require additional fact finding or photographic services, a lead time of two weeks is desirable. All material for newspapers' Sunday art and music pages must be submitted at least two weeks in advance of the desired publication date.
 - D. Requests for photographs to accompany news releases or illustrate magazine articles, brochures, etc. should be made through the Office of Communications. Assignments should be made at least one week in advance. Additional time is required for color photos.
 - E. Articles about the College written by College personnel other than Office of Communications staff members must be cleared through Office of Communications. Editorial consultation, assistance in production, placement, and photographic services are provided as necessary.
 - F. Persons wishing to obtain news media coverage of an event, to arrange an interview or appearance on radio or television should make the request to the Office of Communications.
2. ADVERTISING. College advertising is handled as follows:
- A. All College advertising (except legal advertising) is prepared and placed by the Office of Communications Marketing and Publications Division.
 - B. All requests for advertising must be made by, or have the written approval of, the director of the division or area responsible for funding the advertising.
 - C. The originator of the advertising request should first contact the Marketing and Publications Division to work out arrangements for scheduling and preparation of material.
 - D. The division funding the advertisement should then prepare purchase requisition, secure purchase order number, and forward the completed form to the Marketing and Publications Division.
 - E. The Marketing and Publications Division prepares advertising for publication and arranges for placement as per requisition specifications.
 - F. The originator of the advertisement is provided an opportunity to check copy and format of advertisement prior to composition and to check proofs prior to publication if this is desired. This must be done in the Marketing and Publications Division; neither ad layouts nor proofs may be sent out of the office.
 - G. Following publication, invoices and tearsheets are received and checked by the Marketing and Publications Division and forwarded to the Purchasing Department for processing.

- H. Advertising contracts (except legal ads) are negotiated by the Marketing and Publications Division subject to approval by the Director of Communications.
 - I. Legal Advertising is handled by the Director of Purchasing.
3. PUBLICATIONS. The following procedure is to be observed in regard to the production of all printed material for public distribution issued by, for, or in the name of the College. This includes brochures, booklets, pamphlets, posters, flyers and all mass mailings.
- A. All printed material for public distribution (except student newspapers, yearbooks, quarterlies, etc.) is produced by, or under the supervision of, the Marketing and Publications Division.
 - B. Requests for any publication of the types listed above should be made to the Marketing and Publications Division a minimum of two months prior to the desired publication date. A staff member will work with the originator in planning, layout, design and content.
 - C. For a publication which is to be produced on campus by the College Duplicating Service, duplicating order cards, completely filled out and signed by the director of the division originating the order, must be submitted to the Marketing and Publications Division for approval before work on the project begun.
 - D. For a publication which is to be produced off campus, the originator should consult with the Marketing Director in the Marketing and Publications Division to work out arrangements for the project. A Purchase Requisition signed by the division director or area head responsible for funding should then be submitted to the Office of Community Relations, which will then forward it on to the Purchasing Department.
 - E. Layout, design, and copy are prepared by the Marketing and Publications Division in consultation with the originator of the project. The originator is provided an opportunity to check copy prior to composition and proofs prior to publication, if desired.
 - F. Following publication, brochures are delivered to the originating department, with sample copies to the Marketing and Publications Division.
 - G. Production of the College Catalog is handled by the Marketing and Publications Division working with all other areas concerned with the content and funding of this publication. A series of deadlines is established each year for receipt of material for inclusion in the book. Faculty members whose individual listings require updating should provide corrected listing to Community Relations in a memo sent via division director or area head.
 - H. All departments are required to use the College's approved letterhead for College correspondence. Individually designed letterheads are not approved for production use. No change or modification may be made in the approved letterhead. All requests of this nature are denied except upon specific authorization of the College President or the Director of Communications. This applies also to business cards provided by the College.

4. **SPECIAL EVENTS.** Assistance in planning, promoting and publicizing special events at the College is provided through the Office of Communications. The following procedure is followed:
 - A. The department or group planning a special event provides all available advance information concerning the event to the Office of Communications.
 - B. If assistance in planning the event is desired, a representative of the planning group contacts the Office of Communications. A staff member is assigned to work with the group on the project.
 - C. If no assistance in actual planning is desired, the group planning the event assigns one of its members to maintain liaison with Community Relations and to provide necessary information or press releases and promotional activities.

5. **PRESS CONTACT.** College officials and faculty members who are contacted directly by the press or other media follow the following procedure:
 - A. If questions concern a matter a College policy, or information about the College not previously released to the public or information not clearly in the realm of public information, the reporter should be referred to the Office of Communications Media Relations Division.
 - B. At any time a college official, faculty or staff member is requested to make statements to the press as a representative of or spokesman for the College, the request is cleared through the Office of Communications.
 - C. Requests to distribute or display advertising of commercial goods, services, or activities calling attention to such goods or services on the campuses of Miami Dade College are referred to the Office of Communications. Such requests are denied except upon specific authorization of the College President or the Director of Communications.
 - D. Requests for endorsement by faculty or staff members of commercial goods or services or for use of the name of the College or photographs of the College in advertising or promoting such goods and services are referred to the Office of Communications. Such requests are denied except upon specific authorization by the College President or the Director of Communications.

	
11/8/05	
PRESIDENT	DATE