

# **BURRELL COLLEGE OF OSTEOPATHIC MEDICINE**

## **STANDARD OPERATING PROCEDURES**

<b>Communications, Advertising, and News Media</b>	<b>SOP #: IA.001.00</b>
Effective Date	6/10/19
Last Revision/Review	6/10/19, Reviewed 8/28/18

### **1. Purpose**

The purpose of this SOP is to define BCOM's communications and marketing processes, specifically as they relate to public recognition of the institution's brand and its programs, activities, and events. IA provides assistance and counsel for all communications, advertising, marketing, social media and news media needs in support of BCOM's mission and vision. IA's services are rendered free of charge.

### **2. Related Policy/Authority**

### **3. Faculty/Staff Responsibilities**

The Office of Institutional Advancement

### **4. Definitions/Abbreviations**

IA – Institutional Advancement

BCOM – Burrell College of Osteopathic Medicine

### **5. Procedural Steps**

#### **A. News Media**

1. IA serves as the liaison with the media and public; connects representatives of print, broadcast and online media outlets to information sources on campus; and provides information of public and media interest in a professional format.
2. Staff and faculty must contact IA's Director of Communications and Marketing via email as the first step in the planning all news conferences, special events or other functions where media presence is desired. Staff and faculty may prepare first drafts of media communications, but must consult with the Director of Communications and Marketing and implement any required changes to final copy before distribution. All information intended for media outlets must be disseminated by IA. Furthermore, any questions regarding media contacts or coverage must be directed to IA.
3. To ensure consistency with accepted journalistic standards, all written communications, including those with media outlets, must follow the most recently published Associated Press (AP) style guidelines.
4. IA has appointed its Director of Communications and Marketing to serve as the official contact for media inquiries. Individuals associated with BCOM who receive inquiries directly from media are to notify IA of the request immediately via email or phone and the Director of Communications and Marketing will coordinate a response with the appropriate department or program.
5. A two- to four-week project completion time is expected for most media-related services, such as drafting a press release or organizing a news conference.

#### **B. Broadcast, Print and Web Publication Guidelines**

1. IA produces the institution's internal newsletter. IA also assists individual departments and programs with the development of internal and/or external publications, such as articles and announcements that appear in the newsletter. Faculty, staff and students may contact the Director of Communications and Marketing via email with story ideas that can be considered for the newsletter. If a submitted idea is accepted, the director will coordinate the drafting of an article. Project completion is typically two- to four-weeks.
2. IA staff must be consulted for all broadcast and/or print publication needs, including design, editing, layout, writing, video and photographic services. IA must be consulted from the initial planning phase through final production. Ideally, the originating department should have a concept of what is needed, the audience for the materials and the deadline for the project prior to making its request with IA. These requests can be made by contacting the Director of Institutional Advancement or the Director of Communications and Marketing via email. A subsequent meeting may be set up to further discuss the project.
3. A four- to eight-week project completion time is expected for most editorial and design services. A three-week lead time is expected for photography. Production times may vary based on the scope of the project and the production queue at the time the request is made.
4. All faculty, staff and students are required to comply with official guidelines for the use of the BCOM logo, presidential seal, and other graphic standards, as revised and subsequently approved by the Board of Trustees. These guidelines apply to all external and internal publications, including letterhead, reports, magazines, newsletters, presentations and information published on the BCOM website. The guidelines and templates provided are designed to establish the university's comprehensive visual identity. Guidelines, templates and logos will be made available on the BCOM website. Any questions regarding branding guidelines should be directed to IA's Director of Marketing and Communications via email.

### **C. Paid Advertising**

1. IA assists individual departments and programs with the development and production of advertising materials. Ideally, the originating department should have a concept of what is needed, the audience for the materials and the deadline for the project prior to making its request with IA. These requests can be made by contacting the Director of Institutional Advancement or the Director of Communications and Marketing via email. A subsequent meeting may be set up to further discuss the project.
2. A four- to eight-week project completion time is expected for most editorial and design services. A three-week lead time is expected for photography. Production times may vary based on the scope of the project and the production queue at the time the request is made.
3. All advertising purchased by any unit within BCOM, with the exception of personnel classified advertising, must be reviewed and approved by IA. Contact the Director of Communications via email with the advertising proofs as soon as they are ready. All IA editorial review processes apply. Any edits made by the director must be applied to the final product.
4. All faculty, staff and students are required to comply with official guidelines for the use of the BCOM logo, presidential seal, and other graphic standards, as revised and subsequently approved by the Board of Trustees. These guidelines apply to all external and internal publications, including letterhead, reports, magazines, newsletters,

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presentations and information published on the BCOM website. The guidelines and templates provided are designed to establish the university's comprehensive visual identity. Guidelines and templates will be made available on the BCOM website. Any questions regarding branding guidelines should be directed to IA's Director of Marketing and Communications via email.

### **6. Reports/Charts/Forms/Attachments/Cross References**

### **7. Maintenance**

### **8. Signature**

Signature on File	8/28/19
Director of Marketing and Communications	Date

### **9. Distribution List**

Internal/External

### **10. Revision History**

Revision Date	Subsection #	Summary of Changes	New/Cancellation/Replacement Procedure? (if applicable)	Approval Date
1	[e.g., 3.1]			