



Procedure: Public Relations

Procedure Type:	College	Procedure Number:	TBD
Procedure Owner:	President	Effective/Revised:	2/25/2020
Review Schedule:	Every Three Years	Reviewed:	

New Procedure: Revised: Rewritten: Condensed:

Background/Reason (related to checked box above)

Procedure
<p>Overview</p> <p>The Central Arizona College Public Relations and Marketing Department is committed to promoting the College locally, throughout the state of Arizona and nationally. The department provides strategic counsel, creative solutions, and timely, responsive services to internal and external clients.</p> <p>Public Relations and Marketing oversees branding and promotional activities that include, but are not limited to:</p> <ul style="list-style-type: none"> • Development of a district wide marketing plan. • Development and maintenance of the College’s brand identity to ensure CAC is presented consistently and accurately to all audiences. • Media Relations, including response to press inquiries and pitching of news stories. • Assisting divisions or departments to plan and execute communications and marketing strategies. • Graphic standards. • College advertising campaigns. • Design of marketing collateral. • Coordination of outside printing and advertising. • Maintenance of the CAC Website. • Photographing events and individuals for publicity use. • Supervision of the College’s social media accounts. <p>The Public Relations and Marketing Department is responsible for protecting the positive image of the College and serves as the clearinghouse for all promotional/marketing projects.</p> <p>The Executive Director of Public Relations and Marketing must approve the use of all promotional projects or marketing collateral directed to an external audience that contains the CAC brand. This includes any information displayed on the web, in print, any form of digital media and all promotional advertising for CAC.</p>

The Marketing Department will provide recommendations on and assist in the creation of promotional or marketing projects for the College and its departments. All promotional/marketing projects for CAC should be requested through a project request form found on the department's webpage at www.centralaz.edu/pr.

Proper use of the College academic logo and sub-brand logos must be followed. CAC's official Graphic Standards Guide and Social Media Policy and Procedures must be followed by all personnel and departments of the College. These guides provide specific information and are available in the Public Relations and Marketing department or on the SharePoint site.

AUTHORIZED SPOKESPEOPLE

The primary responsibility for interviews and statement attribution include the College President/CEO and/or Executive Director of Public Relations and Marketing. The Pinal County Community College Governing Board President may act as a spokesperson for the College in reference to Board action(s).

MEDIA RELATIONS

The Public Relations and Marketing Department maintains open and positive communication with the media and provides information related to the College's educational programs and services through press releases and media alerts regarding activities, events, students, programs and employees.

All media relations requests and actions flow through the Public Relations Marketing department for three reasons:

1. To ensure consistency in messaging from all areas of the College with news media.
2. To maintain a high level of credibility with the media.
3. To protect the reputation of the College, its students and its employees.

Inquiries from the media should be referred to the Executive Director of Public Relations and Marketing in any instance in which the official College-wide point-of-view, direction, policy, or intention of the College as an entity is expressed or implied. Nothing contained in this procedure shall prevent employees or groups from expressing their personal opinion or views on matters of public interest. However, when making statements concerning Central Arizona College, employees or groups should make a reasonable effort to be accurate in their statements and should make clear they are not speaking as a College spokesperson(s) unless designated as such. Personnel matters and other privileged or confidential matters will not be divulged.

The Public Relations and Marketing Department must be notified when a CAC employee will be working with a media representative/reporter on a public release of information and/or photography, including print news releases and newspaper, magazine, and newsletter articles; web news releases and articles; TV/digital news interviews and stories, and radio news interviews and stories.

The Public Relations and Marketing Department will direct all media inquiries to the appropriate staff member. Media requests should be answered as quickly as possible, preferably within one business day.

If a CAC staff member is requested to conduct an interview, beware of talking "off the record." Even though employees or students can ask that what is said not be used, even if a reporter agrees, that information may still turn up in print or on-air.

Employees should be wary of video cameras or photographers on campus that are not accompanied by a member of CAC's Public Relations and Marketing staff. Employees should contact the Executive Director of Public Relations and Marketing if members of the media are seen on campus unaccompanied.

All requests for news reporting should be referred to the Executive Director of Public Relations and Marketing. News organizations must receive verbal permission from the Public Relations and Marketing Department before news reporting can commence. In most cases, a public relations staff member will accompany television news film crews.

NEWS RELEASES

The Executive Director of Public Relations and Marketing shall be responsible for writing and coordinating the release of college news stories.

News releases written by employees will be cleared by the Executive Director.

CAC employees are encouraged to provide the Public Relations and Marketing staff with a minimum of two weeks' advance notice to allow staff ample time to research, interview and disseminate information to the news media to garner interest and coverage.

CAC Public Relations and Marketing staff members will disseminate College news to the media, but under no circumstance does the media have an obligation to print or air any news, photo releases or briefs.

PRINT ITEMS

All print items, which bears the signature, brand and/or logo of the College, shall be directed through the Public Relations and Marketing Department for design approval and authorization to use the signature and/or logo.

College employees should consult with the Public Relations and Marketing staff as part of the design development process to review layout, theme and content.

Brochures, fliers, newsletters, advertisements, posters and other items designed to influence public attitudes toward the College are the responsibility of the Public Relations and Marketing Department.

ADVERTISING

The development, placement and purchase of all commercial advertising shall be coordinated by the Associate Director of Public Relations and Marketing. Items developed by vendors also shall be coordinated with the Public Relations and Marketing Department.

CRISIS COMMUNICATIONS

Central Arizona College has a Crisis Communications Plan established to serve as a guide for rapid institutional response and/or proactive action in the face of an actual or impending crisis. A large part of this planning document is administrative and communications based to help ensure that the College is able to manage a crisis situation efficiently and effectively while lessening the impact on the College, its reputation, its students and its community.

A crisis is defined as a threat or warning of an impending or actual incident or issue that imperils persons, property, partnerships, or the College's reputation. Immediate decisions, responses and operations are critical to that protection.

The Central Arizona College Executive Director of Public Relations and Marketing is the communications lead. The designated spokespersons are the College President and Executive Director of Public Relations and Marketing.

FILMING AND PHOTOGRAPHY ON CAMPUS

Filming and photography will be permitted at Central Arizona College locations, campuses, grounds, facilities, or properties (whether owned or leased) in accordance with this information and provided that such activity does not interfere with the educational or normal business operations and program functions or previously scheduled events of the College, and does not pose a security or safety risk. Further, the use or re-use of the filming or photography output must not be deemed inconsistent with College values or in violation of the policies of the College.

- External Use Filming or Photography shall include filming or photography on campus for commercial or non-commercial purposes and for which CAC will not own the copyright to the work created. No campus images may be used without prior written authorization from the Public Relations and Marketing Department.
- Internal Use Filming or Photography shall include all filming and/or photography on any campus which is not incidental for non-commercial use by a CAC employee or student, or contracted for by a CAC department or unit and for which the College exercises artistic, creative control.
- Departments or units that engage the services of non-College staff (e.g., a commercial photographer or film company) for any Internal Use filming or photography must ensure that terms governing the use and re-use of any campus images are clearly spelled out in the agreement with each contractor. Departments should pursue all ownership rights and interests in the work created on behalf of the College and paid for with College funds.
- No special permission is required for the incidental filming or photography by CAC faculty or staff creating work to be used for non-commercial, educational or administrative purposes provided such incidental filming or photography can be done unobtrusively without interrupting campus programs, classes or activities and will not require any special campus services. In addition, no special permission is required for the incidental, unobtrusive non-commercial filming or photography by visitors or tourists to the campus. Any such filming or photography may not be used for commercial purposes at any time without the express written permission of the Public Relations and Marketing Department.

The Public Relations and Marketing Department may consider specific requests for the use of its campuses and facilities for the purpose of non-news and commercial filming or photography. Express written permission is required at least 30 days in advance of the projected filming or photo shoot date. Requests must include the following information:

- Name and description of the individual, company or organization making the request.
- Project description, which may include scripts and/or storyboards, and the manner in which CAC will be represented.
- The specific sites on campus, including buildings and/or facilities, to be included in the filming or photography.

- Proposed date(s) and time(s) for the filming or photography shoot, including set-up and breakdown.
- A copy of all releases, agreements or other legal documents proposed by the production individual, company or organization.

No identification of Central Arizona College locations for external use filming or photography will be permitted, except that which has been approved in advance by the Public Relations and Marketing Department.

No trademarked icons, images, logos, or widely recognizable landmarks or highly sensitive locations of the College shall be filmed, photographed, or otherwise reproduced for any commercial purposes.

CAC PHOTOGRAPHY SERVICES

The CAC Public Relations and Marketing staff provide photography services for the following:

- Major Central Arizona College events and celebrations (i.e. graduation, nurses pinning, etc.)
- Press releases, media requests, and college publications
- Still, posed head/shoulder photos, staged presentation/groups (i.e. awards and recognitions, publicity for presentations)
- Images to accompany social media (i.e. large scale events with high PR value, unique campus shots, high profile dignitaries)

Priority is given to photography required for student recruitment, communications, and media and public relations.

For other activities, Public Relations and Marketing determines on a case-by-case basis the extent to which staff can respond to requests for services. Photography services may be provided to CAC campuses, departments and units, subject to availability, for:

- Classroom environments
- Guest speakers
- Academic or campus life activities/events

A camera is available for checkout from the Public Relations and Marketing office for use by departments. Cell phones that have high quality cameras are also a great option for departmental use.

Requests for photography services must be submitted at least 10 days in advance of the event or deadline using the Project Request Form at:

<https://www.research.net/r/MarketingReqForm>.

When requesting photography services please consider:

- How will the photos be used?
- Is the event of broad interest?
- Will the photos have publicity/news value?
- Will the event yield images with multiple applications in print or online publications?
- Will the photographs serve multiple offices and needs?

- Will photo/talent release forms be collected for everyone photographed?

Priority is given to assignments that have the greatest benefit to the college. Submission of a form does not guarantee that a photographer will attend an event. Decisions are made on a case-by-case basis depending on date, priority, usage and need.

Photo Permission/Talent Release Forms

It is the photographer's responsibility to ensure photo permission is provided by everyone photographed OR THE PHOTOS MAY NOT BE USED.

Any identifiable individuals in posted photos must complete the approved photo/talent release form.

Release forms are the responsibility of the posting department and should be kept on file permanently by the Public Relations and Marketing Office or requesting department according to the Records Retention Schedule issued by the Arizona State Library, Archives and Public Records Division. CAC Photo/Talent release form is available on the Q drive, in the marketing folder.

Requesting Stock and Archived Images

Many stock and archived images are available for use by the campus community. The Public Relations and Marketing Department maintains a photo archive of College photographs. To request a stock or archived image, employees should contact a Public Relations and Marketing staff member.