

GUIDELINES FOR INVOLVING THE OFFICE OF MARKETING/PUBLIC AFFAIRS IN CAMPUS PROGRAMMING

Goal: To continue to provide high quality educational programs for students and the college community while both maximizing the public relations value of such programming and minimizing the possibility of any negative publicity.

1. Every effort will be made to negotiate contracts with outside speakers which provide for:
 - a. access by the media
 - b. a news conference (i.e., prior to the event if possible)
 - c. a reception open to students, appropriate people from the college community, and invited guests
 - d. advance forwarding of public relations materials (e.g., photographs, biographies, etc.)
2. The Director of Student Activities will solicit suggestions from the Vice President for Marketing and Public Affairs and the Vice President for Student Affairs when negotiating contracts with selected speakers (i.e., those speakers for whom there is community interest, potential public relations benefits, or concerns about negative publicity).
3. The Director of Student Activities should submit information/materials regarding press releases to the Director of Publications six weeks or more prior to the event.
4. Promotional materials intended for external use should be submitted to the Director of Publications for approval. (Note that promotional materials intended for internal distribution do not require such approval.)
5. Programs with costs above \$2,500 and/or those which are potentially controversial in nature must be approved by the Dean of Student Services and Executive Dean after consultation with the Vice President for Student Affairs.

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