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MARKETING AND PUBLIC RELATIONS  
POLICIES AND PROCEDURES

The policies and procedures section of this manual is designed to assist achieve print, graphic media, photography, videography and Web content initiatives and to bring consistency and greater visibility to GPC's marketing and communications efforts.

These policies and procedures provide a roadmap to deliver the message that great things are happening at Georgia Perimeter College. The Office of Marketing and Public Relations sets the goals around which the public image of the college is represented:

- To promote GPC's mission, goals and values
- To support the creation of internal and external communication tools
- To expand public awareness
- To develop positive public perceptions
- To drive marketing initiatives

Following the policies and procedures will speed up the delivery of excellent services necessary to achieve our vision as a dynamic and creative learning environment focused on student success.

- The GPC logo must appear on all print, electronic and media produced by any department for any college related purpose.
- The Office of Marketing and Public Relations copyrights and owns all moving and still images taken by school the photographer and videographer. No matter how they are initiated or by whom, they become the property of GPC once they appear in our print publications or on the Web site.
- Still and moving images which belong to Georgia Perimeter College, its staff, faculty and students may not be reproduced for personal gain. They may be reproduced only with the prior written consent of the director of marketing and public relations, photography or videography coordinators.
- Only GPC employees may request services of the MPR office. Any external request must come through a GPC employee or department representative.
- All design, photography or videography requests may not be met by the Office of Marketing and Public Relations given the limits of time, resources or intent to fulfill the mission and strategic goals of the college.
- At such times a request cannot be met, design, publication, media or Web services staff may recommend a freelancer (to be paid for by the requesting department).
- All members of the college community—students, faculty, staff, alumni, donors and friends—are encouraged to recommend stories and photos for promotional purposes. Whether a recommended idea is used depends on various factors including college priorities, newsworthiness, timeliness and availability of resources.

Members of the marketing and public relations team provide different skills in response to inquiries and to support the communication needs of departments and other programs at GPC.

The director heads the Office of Marketing and Public Relations and oversees the following areas:

**Design Services** Design services provides graphic design solutions for all print and digital projects, coordinates design and print production of official GPC documents including, but not limited to: *In The Loop*, *The Chronicle*, *College Annual Report*, recruitment and admissions material and departmental print needs such as program of study brochures, flyers, posters, catalogs, schedules, etc.

**Media Relations** Media relations serves as a portal through which accurate and consistent information passes. The staff writes media releases and distributes them, via an electronic database management system known as VOCUS, to a master list of media sources. Media relations is also responsible for editing brochures and other promotional material generated by the Office for Marketing and Public Relations.

**Photography** Photography provides images to market the institution to the college's faculty, staff and the public through a variety of media including Web, newspaper and print publications.

**Publications** Publications writes, edits and supervises production of all college publications in order to maintain and assure professional quality and timeliness.

**Sports Information** Sports information is responsible for the production of athletics communications and publications, both in print and on the college Web site, and news releases to promote Georgia Perimeter College athletics.

**Videography** Videography chronicles on tape and other electronic media, moving images to support college-wide special events, courses, lectures, seminars and other academic programming needs.

**Web Content** Web content edits and posts the homepage messages and sections, including the homepage photo and caption, events calendar and news releases. Web content edits and updates the marketing and public relations Web site and oversees the production of of online publications such as *In the Loop* online and online advertising campaigns. The staff advises college faculty and staff on how to communicate online in a user-friendly manner and ensures that Web pages conform to the standard college approved look and feel.

## **How does the Office of Marketing and Public Relations choose a project?**

MPR promotes aspects of the college based on the college's strategic priorities. All requests from the college community are honored on a first-come, first-served basis. If the office is unable to meet a request, a staff member may recommend a freelance professional, who may be hired by the requesting department to complete the project.

## **Who may request services from MPR?**

Only GPC employees may request the services of this office.

## **How does an individual or department gain permission to use the GPC logo?**

Access to use of the GPC is located on the college Web site at:

<http://www.gpc.edu/mpr>

This password can be obtained by contacting the assistant director of design services. Once issued a password, a client can access various formats and sizes of the GPC logo.

## **How long does it take to produce a new brochure or print project?**

New projects require approximately four to six weeks to design. This turn around time varies depending on the size and complexity of the project. Print production increases the turn-time and varies depending on the size and scope of the project.

## **How is a new design project initiated?**

The department (client) requesting a new project assigns a "project manager" to oversee all design and print production. This person obtains a print request form from the Office of Marketing and Public Relations and then contacts the assistant director of design services to discuss design and print requirements. All project correspondence from this point forward is coordinated through the design services department to the department project manager and to other department staff related to the project. In most cases, the MPR graphic design team will not

begin a project until the client furnishes final text. Under special circumstances, if a design is requested before final text is furnished, the text is written to fit the design.

## **Can a department design its own print material?**

An individual or department may design its own print material in advance of printing. Nevertheless, all materials officially representing Georgia Perimeter College and/or containing the GPC logo or mascot in any form must follow the GPC Brand Guidelines and be approved by the Office of Marketing and Public Relations before being printed.

## **May an individual or department use a photo taken by the college photographer for purposes other than those associated with the college?**

All requests to use a photograph taken by the college photographer must be approved in advance and in writing by the director of the Office of Marketing and Public Relations or the photography coordinator. Photographs taken by the college photographer may not be used for personal gain. All images are owned and copyrighted by Georgia Perimeter College and are taken to promote the college. Any reproduction, duplication, transmission or publication of material without permission from the Office of Marketing and Public Relations is strictly prohibited.

OFFICE OF MARKETING AND PUBLIC RELATIONS	678-891-2680 (phone) 678-891-2966 (fax)	pubrel@gpc.edu
<b>Chief Public Relations Officer and Director:</b> Barbara Obrentz	678-891-2685	barbara.obrentz@gpc.edu
<b>Administrative Assistant:</b> Gwen President	678-891-2680	gwendolyn.president@gpc.edu
<b>Assistant Director for Design Services:</b> Kathryn Jordan	678-891-2687	kathryn.jordan@gpc.edu
<b>Graphic Designer:</b> Michelle Abeyta	678-891-2688	michelle.abeyta@gpc.edu
<b>Graphic Designer:</b> Anda Teverzczuk	678-891-2681	andrea.teverzczuk@gpc.edu
<b>Coordinator for Marketing and Public Relations, Continuing and Corporate Education:</b> Jenn Banks	678-891-3013	jennifer.banks@gpc.edu
<b>Marketing Assistant, Continuing and Corporate Education:</b> Leon Bracey	678-891-3021	leon.bracey@gpc.edu
<b>Assistant Director for Media Relations:</b> Beverly James	678-891-2686	beverlyjames@gpc.edu
<b>Media Relations Specialist:</b> Roger Barnes	678-891-2693	roger.barnes@gpc.edu
<b>Assistant Director of Photography and Creative Imagery:</b> Bill Roa	678-891-3956	william.roa@gpc.edu
<b>Assistant Director of Publications and Sports Information Director:</b> Wade Marbaugh	678-891-2682	wade.marbaugh@gpc.edu
<b>Publications Specialist and Editor, <i>In The Loop</i> Newsletter:</b> Carol Lynn	678-891-2683	carol.lynn@gpc.edu
<b>Publication Specialist</b> Rebecca Rakoczy	678-891-2691	rebecca.rakoczy@gpc.edu
<b>Sports Information Writer:</b> Justin Read	678-891-2698	justin.read@gpc.edu
<b>Videography Coordinator:</b> Chip Howard	678-891-3957	john.howard@gpc.edu
<b>Web Content Coordinator:</b> Rosemary Jean-Louis	678-891-2694	rosemaryjeanlouis@gpc.edu

Design services coordinates design and print production of official GPC documents including, but not limited to: *In The Loop*, *The Chronicle* and the *College Annual Report* recruitment and admissions materials and departmental print needs such as brochures, flyers, posters, catalogs, schedules, etc.

All materials officially representing Georgia Perimeter College must be designed and/or approved by the Office of Marketing and Public Relations. This includes all materials containing the college logo or mascot in any form. Independent designs must follow style guidelines and be approved by the MPR Office.

- Requests for projects to be coordinated and/or produced through GPC design services are considered based on the extent to which they support the strategic priorities of the college. Requests are prioritized and entered into a project queue based on the following factors:

- Date the project is received
- Project deadline
- Complexity of the project
- Where the project falls among GPC's strategic priorities.

It is possible that not all requests may be met, based on time and resource constraints. At these times, a person from Design services may recommend a freelance designer (to be paid for by the requesting department).

- An average of four to six weeks is required to complete design projects. This timeframe may vary depending on the size and complexity of the project. Print requirements will be factored separately.
- Only GPC employees may request GPC's design services. GPC students, Foundation members and other "friends of the college" must work through a GPC employee, who will serve as the primary contact.
- A point person representing the department or committee initiating the design or print request must be assigned to each project. This person will serve as the liaison between the department or committee and the Office of Marketing and Public Relations. This person is the only one authorized to provide final project approval and the go-ahead to print.
- Any changes or delays on the client's part, after the client and designer have agreed upon a production schedule and point person, could delay the delivery of the project. Changes or delays may affect the projects' place in the queue.
- In most cases, the design team will not begin a project design until the client furnishes final text. Under special circumstances, if a design is requested before final text is furnished, the text will have to be copy-fitted into the design. Major text and layout changes usually require adjustment to the production schedule.

- If the client gives final approval for a project and then discovers an error after the piece is printed, the client will assume responsibility for all costs associated with reprinting.
- If the error is due to a mistake on the part of the printer, the client may request to have the printer:
  - Assume some of the printing costs if the piece cannot be reprinted
  - Assume all of the reprinting costs if the piece can be reprinted
- If the error is due to a mistake on the part of design services, the Office of Marketing and Public Relations will assume responsibility for any costs associated with reprinting. Depending on the nature of the error and time constraints, the client may also choose to:
  - Accept the piece as is
  - Divide the printing costs between the client and the Office of Marketing and Public Relations



Please follow these procedures:

- The designer will work with printing services, the purchasing office or outside vendors to identify project costs.
- The client must obtain approval of the general budget, goals, audiences and copy from the appropriate department(s) and individual(s) to begin a project.
- The client will work with design personnel to complete a project form (Appendix I). This form establishes:
  - Purpose of the project (audience)
  - Delivery deadline
  - Budget
  - Quantity
  - Responsibilities regarding coordination of text, photography, design and printing
  - Approvals needed
  - Production schedule which identifies approval points for text, layout, and final piece cost
- The client must submit completed Print Request Form (Appendix II) to the project designer with the appropriate account number and signature of the budget manager.
- The client will provide final approved text in a digital word file as well as printed version. Text should be emailed or provided on disk. A printed copy should be sent to the design services office through interoffice mail.
- The client will receive an initial proof via email, fax, or hardcopy (or other means appropriate to project). The designer will contact the client confirming the proof has been received.
- The Office of Marketing and Public Relations and the client will proof the project simultaneously. The client will give final approval or request corrections and additional proofs. The designer will communicate with the client if edits are made internally. It is the client's responsibility to ensure the designer receives approvals and requested corrections to meet the project's production schedule.

- If necessary, a designer will send additional proofs to the client and continue internal proofing until the client gives final written approval.
- Once the client gives final approval, the designer will re-confirm cost, quantity and delivery date with client.
- The designer will work with printing services and/or the outside vendor to ensure the project is delivered to the client on time. If there is a problem with delivery, it is the responsibility of the designer to let the client know as soon as possible.

Media relations serves as a portal through which accurate and consistent information passes.

Individual members of the media relations team provide coverage for different aspects of the college. The staff writes media releases and distributes them, via an electronic database management system known as VOCUS, to a master list of media sources. Media relations is also responsible for editing brochures and other promotional material generated by the Office of Marketing and Public Relations.

### Policy

Media relations is responsible for recommending, organizing, capturing and directing media relations activities. Media relations serves as a clearinghouse for information about programs, events, faculty and staff. The department may also provide research, contacts, or subject matter experts to support media requests. The following procedures explain the department policies regarding the flow of information:

### Procedures

- All external media inquiries should be channeled through media relations.
- All “official” news, as directed by GPC’s president, in the form of news releases, statements, reports, reactions responses, etc., must be initiated or approved in advance by media relations. No college department should communicate “official” news or information without first contacting and receiving approval from the director of marketing and public relations or the assistant director of media relations.
- News and information pertaining to internal departmental programs may be communicated directly to the media office using a template and format provided by media relations. Copies of information sent to the media should be provided in writing to the assistant director of media relations at the same time the information is provided to the media. (Appendix III)
- Upon request, the assistant director of media relations will offer guidance or advise faculty or staff on methods for dealing with the media.
- Employees who write letters to the media pertaining to their academic expertise should identify themselves using their college title and address. Employees are instructed to use a private address if the letter contains a personal opinion related to a nonacademic topic.

## Film Crews

### Policy

Media relations will coordinate campus visits by reporters, film crews and photographers (preferably in advance), notify college personnel that visitors are on campus and guide visitors to the appropriate office.

### Procedures

- Reporters, film crews and photographers should register with a public safety office and/or the Dean's Office before being directed to appropriate departments. If an employee has invited the media on campus, media relations should be notified.
- A public safety representative or a representative from the Dean's Office should contact media relations or the Office of Marketing and Public Relations at 678-891-2680 when a media representative appears on campus.

### Policy

Media relations is responsible for publishing newsworthy items and events or assisting with writing and delivering news stories to internal and external constituents.

### Procedures

The department participates in media relations activities by implementing the following procedures:

- Conducting research
- Posting media releases on the college Web site or delivering them to the assistant director of media relations
- Forwarding periodic updates to be used in comprehensive media sourcebooks (Board of Regents, targeted magazine and periodical editions)
- Producing and distributing a record of where GPC is in the news in a timely manner

## Campus Emergencies

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#### Policy

Media relations will respond quickly to media inquiries, especially as they relate to emergencies and inclement weather.

#### Procedures

- The GPC president, executive vice-president or his/her designee will inform the assistant director of media relations of any college-wide or individual campus emergency. Media relations will direct the media's access to college administrators who are dealing with the emergency and act as the liaison with the media for all official college correspondence.
- Media relations will notify major broadcast networks and the college webmaster about early dismissal, late arrival, or campus closings based on inclement weather—campus-wide and/or on an individual campus basis. College personnel are directed to access information on school closings via the college Web site or by tuning into the major networks.

### Policy

Media relations will assure that major college events (groundbreakings, dedications, MLK, commencement, graduation, etc.), are coordinated in an appropriate manner. Media staff may accept requests to chair or participate on event committees at the discretion of the assistant director for media relations and/or the director of marketing and public relations.

### Procedures

- Faculty and staff are asked to submit requests to publicize events such as campus celebrations, festivals, symposia, workshops and fine arts activities to media relations via email.
- Media relations will construct news releases and coordinate the dissemination of information through appropriate print and electronic media channels, including the college Web site, internal and external publications and media kits. Media relations should be notified as early as possible of these special events and will participate in the event as time permits. Media relations should also be notified of any plans to include elected/appointed officials or other VIPs in any college-related event.



### Policy

Media relations staff may be called upon for special projects assigned by the vice president for institutional advancement or the director of marketing and public relations.

### Procedures

- Requests for participation on special committees or to accept special assignments should be made in writing to the assistant director for media relations.
- The assistant director for media relations will make assignments to media relations staff.

### Policy

Media relations will assist with the publication and distribution of Speaker's Bureau information.

### Procedures

- Speaker's Bureau participants should register on the Speaker's Bureau section of the GPC Web site (in development). Media Relations staff will regularly update the Speaker's Bureau site and provide appropriate contacts to media and organizations requesting a subject matter expert.
- In cases where an employee is asked to appear as an official college representative, comment on an official policy or position, prior approval should be received from the director of marketing and public relations.

### Policy

The assistant director for media relations will work with the GPC Web content coordinator to post news articles to the Web site and/or to implement changes to the GPC Marketing and Public Relations Web site as needed.

### Procedures

- Any faculty, staff or student may submit a news article to the MPR news site by following the instructions listed on the MPR Web site. The article will be reviewed and released to the public once the assistant director for media relations or the director of Marketing and Public Relations has approved it. The news release format must follow the template and Associated Press Stylebook guides. Photos to accompany stories must be 50 kb or smaller (preferably 20 kb). The Office of Marketing and Public Relations maintains the right to reject articles which do not promote the strategic objectives of the college.
- The assistant director for media relations will solicit comments, information and technology requirements from subject matter experts.
- The assistant director for media relations will work with other marketing and public relations team members to provide content, design and layout for the site.

Photography provides images to market GPC to the college's faculty, staff and the public through a variety of media including Web, newspaper and print publications.

- Requests for GPC's photography services are honored based on the priorities of the college. All other requests will be processed on a first-come, first-served basis.
- Requests are prioritized and entered into a project queue based on the following factors:
  - Date the project is received
  - Project deadline
  - Complexity of the project
- It is possible that not all photography requests may be met based on time and resource constraints. At these times, a person from photography services may recommend a freelance photographer (to be paid by the requesting department).
- If a scheduling conflict occurs, a freelance photographer may be hired by the Office of Marketing and Public Relations, or a freelance photographer may be recommended for possible hire by the requesting individual/department. (See the Videography section for further explanation).
- Only GPC employees may request GPC's photographic services.
- Cost associated with prints or CDs requested by the client will be the responsibility of the client.
- Any changes and or cancellations of a photo shoot must be communicated immediately to the photography coordinator. Failure to do so may result in charges to the requesting party if a freelance photographer is involved.
- All photo shoots are limited to two hours. In the event that the photo shoot requires additional time, the requesting party must specify an estimate of the time required to complete the photo shoot.
- Evening and weekend photo shoots are provided only if there is no other time available to photograph the event or subject.

- All images taken by the college photographer are owned and copyrighted by Georgia Perimeter College. Any reproduction, duplication, transmission or publication without written permission from the Office of Marketing and Public Relations is prohibited.
- No images taken by the college photographer may be used by a third party as a tool to promote an agency, organization or individual, publication.
- Any subject under 17 years of age must have a parent or guardian's permission in writing to be photographed by a GPC photographer. (Appendix IV)

Please follow these procedures:

- Clients must complete a Photo Request Form (Appendix X) and submit it to the photography coordinator 10 days prior to an event or photo shoot. Six weeks notice is required for major projects.
- The Assistant Director of Photography and Creative Imagery will communicate with the appropriate media relations or publications staff member in the Office of Marketing and Public Relations concerning use of the requested photo.
- Upon receipt of the Print Request Form, the client will be notified by email that the request is scheduled or cannot be met.
- Any changes and or cancellations must be communicated immediately to the Assistant Director of Photography and Creative Imagery Failure to do so may result in charges to the requesting party if a freelance photographer is involved.

## Guidelines

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Please follow these guidelines:

- Images submitted for publication must meet a standard suitable for publication.
- Photos submitted must be original work. Photos of paintings or any other copyrighted materials are prohibited from being published.
- Person(s) appearing in the images may need to sign a Photo Release Form.
- Images to have to be sharp, with plenty of detail. The resolution has to be at least 250 to 300 pixels per square inch or ppi (dpi- old school.)
- Images have to be color-corrected for reproduction quality.

Call the editor of the publication before requesting services from the photography department, if a photograph is needed for a program or a college publication.

***The LOOP***

editor:

Carol Lynn 678-891-2683; email: carol.lynn@gpc.edu

***The Chronicle***

editor:

Wade Marbaugh 678-891-2682; email: wade.marbaugh@gpc.edu

***Media Releases***

assistant director media relations:

Beverly James 678-891-2686; email: beverly.james@gpc.edu



## Story Recommendations

All members of the college community—students, faculty, staff, alumni, donors and friends—are encouraged to recommend stories and photos for publication.

- Whether a recommended story is published depends on various factors, including, but not limited to college priorities, newsworthiness, timeliness, availability of story resources and availability of writers and photographers.
- Marketing and public relations writers are responsible for providing story ideas to the editors of publications, especially for topics covered in their writing beats. Other members of the office also are responsible for recommending stories.
- The editor of a publication is responsible for sorting through recommended stories, adding other ideas and composing a story list for the upcoming issue. For major publications, the editor will present the list to the director. The director will approve the list or suggest changes and present the list to the vice president of institutional advancement.

Publications is responsible for writing, editing and supervising the production of all college publications in order to maintain professional quality and timeliness.

The assistant director of publications is responsible for supervising production of the publications and assuring professional quality and timeliness.

## Definitions

The term “publications” refers to both print and electronic versions of printed documents. Some examples of publications are *In The Loop* (the faculty and staff newsletter), *The Chronicle*, college catalog, recruitment materials, *College Annual Report*, *GPC Storybook*, scholarship brochure, athletics brochure, and media guides. “Publications” also denotes electronic-only college publications. Electronic publications include, but are not limited to, Web pages, CD, DVD and email publications.

The term “editor” refers to the editor or person responsible to coordinate a publication. The director of marketing and public relations will assign an editor for each publication. For example, if a department requests a brochure that requires research, writing, and much coordination with the department such as the Foundation scholarship brochure – the director will appoint an editor. The director will not assign an editor if design services can produce the brochure with the text supplied from the department.

The term “exceptional circumstances” refers to an urgent situation when normal procedures cannot be followed in order to make an unbreakable deadline, such as delivery of a publication to be used at an upcoming event. Examples of exceptional circumstances include, but are not limited to: an unavailable decision-maker to meet a hard deadline decision; or when an administrator has ordered a project without providing adequate time for production and a decision must be made to meet a hard deadline.

The term “major publication” refers to any of the following publications: recruitment materials, *The Chronicle*, *College Catalog*, *GPC Storybook*, *College Annual Report*, *In The Loop*, and important special publications arising from time to time.

Please follow these procedures:

- When the story list is approved by the director, the editor will assign writers to the stories and give notice of the deadline date. Except in exceptional circumstances, editors will assign stories in a timely manner, providing ample time for writers to complete the stories. In exceptional circumstances, the editor will consult with the writer and writer's supervisor to reach an agreement on whether the writer can complete the story under a tight deadline. The director will resolve any disagreement. If the writer is unavailable, the editor will find a freelance writer to perform the work.
- The assistant director for publications—or an editor in exceptional circumstances—will be responsible for obtaining freelance writers, when necessary. The assistant director for publications or editor will first consult with the director to assure that the office budget permits hiring a freelancer. The editor will obtain a quote from the freelance writer providing a set fee for the project. The director will sign the quote. The editor will provide a photocopy to the freelancer.
- The Assistant Director of Photography and Creative Imagery will obtain freelance photographers for publications, if necessary. Editors or the photography coordinator will first consult the director about any budget restraints. In exceptional circumstances, the assistant director for publications may obtain the freelance photographer after consulting with the director. The photography coordinator, or assistant director for publications or editor in exceptional circumstances, will obtain a quote from the freelance photographer providing a set fee for the project. The director will sign the quote. The editor will provide a photocopy to the freelancer.
- The assistant director for design services will obtain freelance graphic designers for publications, if necessary. Editors or the assistant director for design services will first consult the director about any budget restraints. In exceptional circumstances, the assistant director for publications or editor may obtain the freelance graphic designer after consulting with the director. The assistant director for design services, the assistant director for publications or editor in exceptional circumstances, will obtain a quote from the freelance graphic designer providing a set fee for the project. The director will sign the quote. The editor will provide a photocopy to the freelancer.

- Occasionally, an editor may need to obtain a freelance art director to manage the project and direct many of the editorial functions normally performed by the editor. The assistant director for publications or, in exceptional circumstances, editor will first consult with the director to assure that the office budget permits hiring a freelance art director. The assistant director for publications or editor will obtain a quote from the freelance art director providing a set fee for the project. The director will sign the quote. The editor will provide a photocopy to the freelancer.
- The editor will assign photographs for a publication or assure that the writers do so. Photographs will be assigned in a timely manner to allow the photographer ample time to arrange the photography.
- In consultation with the editor, the assistant director for design services will make graphic design assignments in a timely manner.
- The assistant director for publications will assure that publications are bid out for printing. The assistant director for publications or other appropriate individuals in the office, according to experience and the demands of the project, may prepare bid specs, submit the bid and communicate with a printer.
- Writers, photographers and graphic designers are responsible for submitting copy by deadlines. The editor may grant an extension of a deadline. Writers, photographers, and graphic designers will notify the editor if other projects will prevent that person from meeting a deadline. The editor may consult with that person's supervisor or request the director determine which projects take priority.
- The assistant director for publications will notify vendors and other departments, and provide production schedules for publications that require their services. Examples are the mail house for labeling and mailing, Institutional Advancement for providing database addresses to the mail house, plant managers for mail account maintenance, central warehouse supervisor for receiving delivery and payroll department for group lists to be used in distribution

to faculty and staff.

- For major publications, the editor will provide both initial text and graphic design proofs to the director, who, after approving or making revisions, will present them to the vice president for institutional advancement. Upon design approval, proofs, the editor, and graphic designer will proceed with final preparations for sending the publication to the printer. For minor publications, and in exceptional circumstances for major publications, the final preparations will begin when the director of marketing and public relations has approved the proofs without approval of the vice president for institutional advancement.
- If publications and design services disagree on a copy issue, the director will resolve the matter. In exceptional circumstances, the editor's decision will prevail.
- The assistant director for publications, in consultation with the assistant director for design services, will assure that a printer's proof is acceptable and the project is ready to print. For major publications, the director must approve the printer's proof. In exceptional circumstances, the assistant director for publications and the assistant director for design services, or director may instruct the printer to go to press.
- The assistant director for publications or the editor will assure that the office manager will coordinate distribution of a publication to faculty and staff, using the group lists provided by the payroll department.
- The assistant director for publications or the editor will assure that appropriate publications are posted to the college Web site. Actual posting may be delegated to members of the office with the appropriate experience and training. Web-posting procedures will be developed as publications move to the Web.
- All publications published through the Office of Marketing and Public Relations are owned and copyrighted by Georgia Perimeter College. Any reproduction, duplication, or Web reproduction without written permission from the Office of Marketing and Public Relations is prohibited.

## Sports Information

Sports Information follows the same policies and procedures set forth in the media relations and publications sections of this manual.

The assistant director for publications will supervise the sports information director in performing the duties of the department. In the absence of the sports information director, the assistant director for publications will assume his or her duties.

Videography chronicles on tape and other electronic media, moving images to support college-wide special events, courses, lectures, seminars and other academic programming needs.

- Requests for video services are honored based on the strategic priorities of the college. Requests are prioritized and entered into a project queue based on the following factors:
  - Date the project is received
  - Project deadline
  - Complexity of the project
- It is possible that not all videography requests may be met based on time and resource constraints. At these times, a person from videography may recommend a freelance videographer (to be paid by the requesting department).
- Requests for services must be made directly to the videography coordinator since these services are uniquely customized programs made to client specifications. Communication between the client and the coordinator is essential to ensure the correct details and information are shared and the appropriate video support is provided.
- Projects initiated by a college committee must have one person assigned as the client who will direct the project and give final approval.
- Only GPC employees may request GPC's video services. Partners and friends of the college require special permission. GPC students must work through a GPC employee who will serve as the primary contact for the Office of Marketing and Public Relations.
- Videography strives to comply with federal copyright law, US Title 17, and requires a client to obtain written approval to use any copyrighted video or audio components included in a project. See the USG Web site, <http://www.usg.edu>, for more information regarding the Board of Regents policy regarding copyright issues.
- All recorded images are owned and copyrighted by Georgia Perimeter College. Any reproduction, duplication, broadcast or web streaming without written permission from the Office of Marketing and Public Relations is prohibited.

- In some circumstances, the client may be required to pay costs for unusual requests (i.e. rental of equipment not owned by the college, or hiring freelance support). The videography coordinator will inform the client of any needs and associated costs, and obtain the client's approval before proceeding.
- Videography will provide three DVD or VHS (client's choice) copies of the completed program to the client. Outside vendors may make additional copies or copies on other video formats at the client's expense.
- Evening and weekend shoots are provided only if there is no other time available to shoot the event or subject. Evening shoots should be scheduled at least one month in advance. Weekend shoots should be scheduled at least two months in advance. Failure to schedule evening or weekend shoots within these time frames may result in the event not being covered by Video Services.
- The length of time it takes to complete a video project varies due to the size and complexity of the project. The videography coordinator will provide an initial estimate on project delivery date. Any changes or delays on the clients' part could delay the delivery of the project.



Videography and photography support are reserved for GPC-sponsored events. Events that occur at GPC, but are not GPC sponsored, are evaluated for support on a case-by-case basis.

- Examples of such events include but are not limited to: political events such as rallies and debates, charitable functions, outreach programs, etc.
- Requests for videography and photography of non-GPC sponsored events submitted at least 30 days prior to event. The request must state specifically the support requested and the reason for the requested support. The request must include contact name, phone number, email address and organization. While GPC is proud to be a part of the community, the college remains a neutral participant and cannot be perceived as taking sides or favoring causes.
- The videography coordinator, and photography coordinator in consultation with the director of marketing and public relations, will determine what, if any, support videography and photography services may provide. Factors included may be, but are not limited to; date/time, uniqueness of request, value to GPC, availability of staff.
- Important note: Videography and photography support for non-GPC events are considered the property of GPC. GPC reserves the right to use all documents (audio, video, written, other) created on or for said event as the college sees fit.

Web content helps the college staff and faculty communicate online in a user-friendly manner and ensures that Web pages conform to a standard college-approved look and feel.

**The department assists with:**

- Planning/Outlining Web sites
- Copywriting Web pages
- Serving as the liaison between the Office of Marketing and Public Relations and the Office of Information Technology Web team
- Posting online video
- Promoting Web pages

**The department oversees the following areas:**

- Editing the homepage photo and caption (prior approval required)
- Editing the homepage Event Calendar
- Editing and posting media releases (prior approval required)
- Writing and posting strategic messages on the homepage (prior approval required)

The following information serves as a guide to college-approved graphic and editorial standards for the Web site.

All departments, faculty and staff are responsible for building their own Web pages. Departments should designate a Web publisher and Web authors. The Web publisher is responsible for using software to build and maintain the pages. (The Office of Information Technology offers courses on how to build a page.)

The Web authors are responsible for writing, editing, and approving content written by others that will appear on the pages. Both should consult with the Web content coordinator to ensure pages are organized and written in a user-friendly way.

Both publishers and authors should contact the Office of Information Technology in order to be added to the college Web site directory and site navigation bar.

The college Web site will soon be managed by a Content Management System which ensures uniformity of colors, fonts, graphics and a universal navigation system, which appears at the top of all GPC Web pages.

- Training on the use of the Content Management System will begin shortly after the system launch. It is strongly recommended that all department Web content managers attend a CMS training session as well as a session to learn how to write Web content.
- All department pages represent the college. All pages should have the same look and feel. The colors that are used throughout the GPC Web site are as follows:
  - Add new color numbers when determined  
Maroon: #A30234  
Blue: #11155E  
Gold: #FFC324
- The Web site font is called Trebuchet MS and is used throughout the entire site. Note: Since not all browsers may be able to read this font, Arial has been adapted as the alternate.

Please follow these procedures:

- The OIT department has created Web page code to make building pages with the GPC look and feel easy. How does it work?: Copy and paste the Web page code into the Web page building software. Follow the instructions on what changes to make to the pages.
- For more on the GPC look and feel code, consult the OIT Style Guide and/or contact the training department. It is best to attend a Web design course in order to receive an understanding on how to use the code.
- For additional technical assistance, note that there is an instructional technologist on every campus who is trained to assist with the technical aspects of building Web pages. Contact the campus instructional technologist for more help.
- Permission must be given if graphics, photographs or material written by other authors are posted on department Web sites. Copyright laws apply to Web pages.
- College Web pages must be accessible to persons with disabilities as directed by the Office of Disability Services. You may test whether your pages meet this requirement by visiting <http://www.cynthiasays.com/Default.asp>. Following the site instructions on how to test your pages.
- Before publishing: Test your pages on different browsers like Internet Explorer, Mozilla Firefox, Safari for the Mac and Netscape Navigator before publishing. Make sure links are working properly.

People don't read Web pages the same way they read print pages. Most people scan pages looking for certain pieces of information or a link to further information.

- Keep text brief and write in chunks (small paragraphs) with the key points appearing at the top of the page
- Break up long documents into several Web pages, with links going from one document to the other.
- Keep pages simple. Include a graphic or photo when it is pertinent to the Web page subject.

The homepage photo (also called header photo) is the main photo on the homepage.

- The Web content coordinator will post and write homepage photo captions (most likely taken by the college photographer).
- Homepage photos generally show:
  - Students in action
  - Faculty and staff events
  - Notable faculty, staff, and students
  - Campus beauty shots
  - Sports events
- Photo ideas for a homepage photo should be submitted to the Web content coordinator. Note that the request is subject to approval and not all requests will be approved. Note that the photo should conform to these dimensions:
  - Header photos are 468 × 219 pixels. In order to post them to the web, the photo should be reduced to up to 35KB.
  - The photo should be shot in a wide angle horizontal style.
- Photography and Web content can edit the photo to fit the above proportions and size if the photo is acceptable. Submit a request to the Web content coordinator. Note that the request is subject to approval and not all requests will be approved.

There are two ways to submit items to the Events Calendar:

1. Send a request to the Web content coordinator 48 hours in advance. Send requests directly to: [rieanlou@gpc.edu](mailto:rieanlou@gpc.edu). Include the following information:
  - Title of event
  - Brief description of event: (Up to 25 words please)
  - Target audience: Choose one of the following categories or all: Current Student; Future—Student; Faculty/Staff; Visitors/Friends
  - Location
  - Date of event
  - Time of event
  - Contact information
  - Contact person's phone number
  - Contact person's email address
  - Contact person's website (if applicable)
  - Provide an event category: Choose one: Community Event, Current Students, Faculty/Staff, Future Student, Visitors/Friends
2. Designate a Web calendar editor from your department. The Web content editor will give your department editor a tutorial on how to enter material into the calendar and the style for the copy.