

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.