

INTEGRATED MARKETING AND EXTERNAL COMMUNICATIONS

I. Publicity – Media Releases, Photo Opportunities, and Public Service Announcements

Requests for assistance with preparing and distributing publicity pertaining to College events shall be received in the office of Integrated Marketing and Communications (IMC) and made four weeks before the event is publicized. In general, requests shall include the date, time, a brief description of the event, the key people expected to attend, and the name of a person to contact for additional information. The Executive Director or designee shall make decisions regarding the most appropriate form of publicity in collaboration with internal customers.

Requests for assistance with preparing and distributing publicity for personnel appointments, grant awards, and various honors received by employees and students shall be submitted in writing to the Executive Director of IMC and/or IMC Director of Public Relations as soon as information is available. In addition, tips regarding interesting College stories that form the basis for publicity efforts are welcomed anytime.

Any media requests that come into the College shall be handled with the assistance of the IMC Division. All interviews with print, online, and/or TV reporters shall be coordinated through the Executive Director or IMC Director of Public Relations, and a member of the IMC staff shall be present at press interviews in which the College is the topic being addressed. The Executive Director and IMC Director of Public Relations shall be available to assist any College employee or student prior to a press interview.

II. Office Procedures

IMC maintains the BHCC Online Newsroom that houses the various types of media news produced by the College and also mentioned by other mediums. These include press releases, event recaps, public notices, news briefs, and BHCC in the news. In addition to these posted in the BHCC Online Newsroom on the BHCC website, the various types of news are highlighted for that week in the weekly internal newsletter to employees, the board of trustees, and students. The IMC Director of Public Relations manages and maintains media requests and news release distribution.

III. Publications

All official BHCC publications shall be authorized and produced in consultation with the IMC Division. In the case of each official publication, an individual, department, division, or committee shall be designated as the source for publication content.

The cost for producing the publication shall be accounted for prior to the start of production either in the IMC Marketing and Creative Services Office budget or elsewhere in the annual College operating budget.

Examples of College publications include the BHCC Magazine, College Catalog, Student Handbook, Academic Department and Division brochures, Workforce and Non-Credit catalog, promotional collateral material for special events, and College initiatives.

IV. Advertising

Advertising shall be the responsibility of the IMC Division with priorities established in consultation with the Vice President Council (VPC), Division, or Department head. The Executive Director of IMC shall be responsible for developing a College media plan for the President, Vice President, and Chief Financial Officer that coincides with the priorities set for that year.

V. Public Information

In keeping with the policy of maintaining consistent messaging regarding the College's vision, mission, and operations, all contact with the Media shall be coordinated with the President's Office and/or the Executive Director of IMC and/or IMC Director of Public Relations. If staff members have media contacts that occur in a manner that cannot be referred to via the above channels, the Office of the President, the Executive Director, and the IMC Director of Public Relations shall be notified as soon as possible. All press releases shall be distributed through the IMC division, posted to the College online newsroom, and sent out to selected media pertinent to that release.

VI. Emergency Situations and Matters of Sensitive Institutional Policy

All contacts with media during emergencies or with regard to sensitive institutional policy matters shall be referred to the Office of the President. In these situations, the Vice President and Chief Financial Officer, in consultation with the President and with support from the Executive Director of IMC, shall coordinate with all appropriate individuals and offices and respond to media requests for information.

VII. Website Procedure

The IMC Communication and Digital Content office shall regularly update information on the website. It shall be the responsibility of each Academic Department and College office to regularly check the website to ensure that content is correct and up to date. If an error is found, individuals should contact the Communication and Digital Content team to have this error corrected. Additions to specific web pages should be submitted to the Executive Director of IMC and/or the IMC Director of Communications and Digital Content for approval.

Last Modified by Karen Norton on June 8, 2023, pending approval from VPC
