

MARKETING AND MEDIA RELATIONS

Purpose

The Marketing and Media Relations office provides the necessary resources for the College and its departments to communicate both internally and externally.

The Office of Marketing and Media Relations oversees the following functions at Temple College:

Advertising – Coordinates the production and placement of all newspaper, magazine, television, radio and online advertisements.

Branding/Marketing – Ensures consistent and appropriate use of the Temple College logo and graphic standards. Orders promotional materials for use by various departments.

Media Relations – Manages all aspects of media relations, including press releases, media interviews and crisis communications.

Photography and Videography – Photographs official Temple College events and take pictures for use on the Temple College website, publications and social media.

Publications – Coordinates the production of all college publications and marketing materials (newsletters, brochures, flyers, posters, etc.)

Social Media – Manages the official Temple College social media accounts, including Facebook, Twitter and Instagram.

Switchboard – Answers calls coming in to the main campus phone number.

Website – Manages key pages on the Temple College website and trains departments across the campus on how to update their webpages.

Required Reviews

The following and other related items must be reviewed by the Marketing and Media Relations office before final approval or publication.

- Departmental publications
- Recruiting materials
- Flyers and promotional items

Initial content for these items is the responsibility of the department requesting the materials. The Marketing and Media Relations office has final approval on issues of quality for all listed and related items. For instructions on how to request or submit department publications, recruiting materials, flyers and promotional items, please see the Marketing and Media Relations webpage.

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Media

All news releases and other forms of contact with the media are to be handled by the Marketing and Media Relations office. For instructions on how to request a press release and/or the proper way to handle media requests, please see the Marketing and Media Relations webpage.

Web Sites

See Web Policy Section of this Policy Manual.

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