Cheyney University Policy IA-2010-2008

Policy on Public Relations and Marketing

Approved by: President’s Cabinet

History: Issued -3-17--2010

Related Policies: n/a

Additional References: n/a

Purpose
The Director of Public Relations and Marketing is charged with promoting Cheyney University’s accomplishments and achievements. The Director works closely with University administrators, faculty and students to publicize events both internally and externally. The Director is the official spokesperson for the University except in certain instances where another administrator is more appropriate to discuss the subject.

Scope
The Office of Public Relations and Marketing manages all internal and external communications through the distribution of press releases, stories for the President’s newsletter, CU Magazine, web postings (web calendar, stories and banners,) e-mail blasts, University announcements, flier posting (web calendar and Intranet site).

To ensure publicity of events or achievements has been done in a timely manner, all requests for coverage of events should be sent to the Office of Public Relations within a month of the event. A Public Relations Internet Publicity Form (available on the Intranet) should be used for requesting press releases, media coverage, and photography. Additionally, special events should be posted to the web calendar at the beginning of each semester to help advertise the event. Thus, advance planning for events is essential for the Office of Public and Relations to properly support the University’s event. The Media Advisory Team, led by the Director, supports the Office of Public Relations and convenes to consider options for the overall marketing and branding of the University. The Media Advisory Team makes collective decisions to build the University’s brand and help improve the University’s image. Representatives, appointed by the President, have an expertise essential to maintain a consistent and positive University image. Members of the Media Advisory Team will review all publications, provide story and design ideas, review advertising proposals and more as needed. All University staff seeking to write promotional materials for the University should consult the University’s style guide and send drafts to the Director of Public Relations and Marketing for review and guidance.