



# **PUBLICITY GUIDE**

**Office of Public Relations**

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## WHAT IS PUBLIC RELATIONS?

Public relations is the process of providing information, influencing opinion and promoting understanding of the mission and programs of the College among its many publics, both internal and external. These publics include the media, the community, students, faculty and staff, and other special audiences.

The Office of Public Relations works for the entire College — functioning rather like an agency for various College departments or divisions. Its goal is to help communicate the various messages of the College to the intended audience in the most effective way, on time and within budget.

This guide has been developed to give you a working knowledge of the publicity process. It is intended to facilitate our effort to gain publicity to serve the entire College.

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## MEDIA COVERAGE

The Office of Public Relations is responsible for bringing the College, its people and events to the attention of local media and to the public.

There are several key factors in the practice of media relations:

- \* The media need your interesting stories and news. However, the media decide what is newsworthy or of general interest.
- \* The media need time to develop a story idea that they are interested in.
- \* Media coverage is not advertising. With media coverage, you have little or no control over what the media finally print or broadcast and when they print or broadcast it. With advertising, you have a great deal of control providing deadlines are met.

The Office of Public Relations plans or develops a coordinated institutional public relations strategy and offers the various media stories or ideas that will be of interest. This is done by targeting stories to their individual styles and needs and by developing good working relationships with the media and all divisions of the College.

**All contact with the media must be channeled through the Office of Public Relations in order to assure that correct and institutionally approved information is released.**

### PRESS RELEASES

The Office of Public Relations prepares information for the press, including releases, based on information provided by the College departments or divisions. To begin the publicity process, submit a **“Request for News Release or Media Coverage” form (found on Page 7)** to the Public Relations Office, located on the Main Campus, at least three weeks before an event is scheduled. Forms are included in this Publicity Guide. Forms may be submitted by fax 415-0399 or via campus mail.

### PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

A public service announcement (PSA) is a 10, 20, 30, or 60 second announcement that radio and television stations may broadcast free of charge usually for nonprofit agencies or groups. The Public Relations Office will determine appropriateness of your information to this vehicle and will write and distribute PSAs. If you feel your event should be considered for a PSA, please indicate so on the “Request for News Release or Media Coverage” form. Three weeks notice before an event is the minimum for preparation and distribution to meet stations’ deadlines.

The stations choose whether or not to air a PSA, as well as the time of day an announcement

will air. PSA's will not take preference over paid advertisements.

## TV COVERAGE

In a very highly competitive industry, television media look for visually exciting stories that can be quickly comprehended (30-60 seconds at the most). In some cases, the TV reporter may be a participant in the story. But bear in mind that just because you think your story is great that may not be the case with the television assignment editors and reporters. Also, the television anchors you see on TV each morning and evening do not decide which stories the stations cover each day. That is the job of the assignment editors and news directors. If you think you have an upcoming event or story which may interest the TV stations, please let the Office of Public Relations know so it can initiate the kind of contact which may result in coverage.

## UP CLOSE AND PERSONAL: THE MEDIA AND YOU

As a member of the College community with certain professional expertise or as an individual with an interesting personal story, you may be the subject of a story or interview for print or broadcast. Also, Public Relations, with the approval of the President, may ask you to speak to the media to provide background information on a story or to comment as an “expert.”

All arrangements for interviews or appearances should be handled through the Office of Public Relations. Again, please do not contact the media on your own.

If a reporter should contact you independently, please refer the reporter to the Director of Public Relations and let him know that you have been contacted. If the story the reporter wants to do is institutionally approved, the Office of Public Relations will contact you and then refer the reporter back to you to arrange an interview. **College employees, however, should always bear in mind that the College has only two official spokespersons — the President and the Director of Public Relations. However, an employee may be asked to assist the Director of Public Relations or speak to the news media on matters that he or she is better suited at addressing.**

Remember, there is no such thing as speaking “off the record.” If you do not want your words in print or aired, it is better not to speak them in the presence of a reporter. The Office of Public Relations can help you to prepare for your interview or appearance.

## **SOME GUIDELINES FOR HELPING TO GET THE PUBLICITY YOU WANT**

### PLAN AHEAD, PLAN AHEAD, PLAN AHEAD

The further in advance you review your calendar for newsworthy events or topics, the more likely you are to get the coverage you are seeking. The Office of Public Relations needs time to review your information, to write or edit your release, to get approval from the President, if needed, to get your approval if needed for changes, to schedule photography, to send E-mail, or duplicate, stuff envelopes and mail your publicity to selected media.

## WHEN DOES YOUR AUDIENCE NEED TO GET YOUR INFORMATION?

Plan the release of your information to reach the media at least three weeks before your event. Weekly newspapers and some special pages of the daily newspaper have copy deadlines which are usually about five days before dates of publication. In addition, publicity that arrives several weeks before an event may get the opportunity to appear in several issues. If it gets bumped one week there may be room for it the following week.

## THE FIVE “Ws” AND AN “H”

The rule of thumb for press releases is to answer the basic questions: WHO? WHAT? WHEN? WHERE? WHY? HOW? For events, make sure you include time and date, cost, location, ticket information, registration information, phone numbers to call, and if possible an e-mail address. If writing about students, give student’s hometown, and, if possible, student ID number (for identification purposes to be used only by the Office of Public Relations). Provide more than enough explanatory copy. If in doubt, call the Office of Public Relations and ask what information will help.

## WHAT WILL MAKE THIS RELEASE INTERESTING?

Whether your goal is to get an audience for an event or to publicize something that has already occurred, you want people to take notice. If you have a “hook” or an “angle” that will grab interest, let the Office of Public Relations know. The more relevant details you provide, the more likely this office will be able to create a release that will attract attention and will be used by the media.

## WRITING THE RELEASE

It is best if you draft a release and submit it via e-mail or burn it on a CD using Microsoft Word. However, if writing is not your forte, just be sure you have given the Office Public Relations all the necessary information in writing. If you have previous press releases on the same or similar topic, just update it and add any new information.

## PLAN PHOTOGRAPHY

Under normal circumstances, schedule photography at **least two weeks** in advance of an event. Photography **on the spur of the moment** may be taken by any Bishop State employee present using a College camera or personal camera if available. Digital photography is preferred but film is acceptable. The College will pay for the development of the film. If no camera is available, a camera can be made available through the office of Public Relations. Any photography request **must** be College related. Not every event, however, is suitable for photography and not every picture will be suitable for publication. The Office of Public Relations will help you evaluate your need.

When submitting a photo, make sure that everyone pictured is identified from left to right. This, however, does not apply to crowd shots.

## MEDIA RELEASES

It is generally good to have a medial release, particularly if the picture is to be used for advertising purposes. This is not necessary in crowd shots or shots taken in a distance. A form is included in this booklet or you may obtain copies from the Office of Public Relations.

## PHOTO TIPS

Remember lineups of people are often dull. Avoid them if you can. Action photos are always the best. Avoid more than four people in a photograph. A photograph with numerous people makes a dull picture and can be difficult to identify who's who.

When taking an individual photograph, either shoot from waist up (a close-up shot) or get that person to pretend he or she is doing something in relation to the story.

Students' hometowns should always be identified.

When taking your own photos, always try for sharp, high contrast pictures that will reproduce well in print. Use a digital camera, 35mm or 120mm film. Never use Polaroid film. In most cases, however, newspapers will send their own photographer when it involves a news story.

## ADVERTISING

Print, radio and television advertisements are to be placed only through the Office of Public Relations. Costs are usually borne by this office. However, there are advertisements that are paid for by other College departments/divisions. Job announcements and Adult Education advertisements are usually expenses borne by the respective departments/divisions. **The Office of Public Relations, however, must be made aware of any advertisements being placed to assure that correct and institutionally approved information is released.**

Each year the College develops a promotional strategy of which paid advertising is an integral part. It is important to develop any advertising plans early in the year. All requests to be considered for advertisements should have the approval of the appropriate dean and divisional chairperson to whom you report. **(See "Request for Advertising" form on Page 8).**

When requesting print or electronic ads, allow three weeks or more for planning, copy writing, design, media contact and placement.

## HOW TO BEGIN

Discuss your advertising needs with the appropriate dean and divisional chairperson.

Decide what you hope to accomplish with your ad. Target your market. Decide who you are trying to reach. It may turn out that ads are not the best vehicle for reaching your target audience.

Where should the ad be placed? For example, ads about business and industry-related programs may be more cost-effective placed in specialized publications rather than the general newspaper.

Provide copy or key concepts that the ad should convey. Track response to measure the ad's effectiveness. This information will help in determining future advertising strategies.

## **PUBLICATIONS DEVELOPMENT/GRAPHIC DESIGN POLICIES AND PROCEDURES**

### DEVELOPMENT/DESIGN OF PRINTED PUBLICATIONS

Printed brochures, booklets, flyers, posters, letterheads, envelopes, etc. may be created as needed through the Office of Public Relations. **“Request For Publications/Graphic Design or other printed needs” see form on Page 9.** Time to create, proof and print the project varies, depending on the size, quantity, and complexity of the project. Cost for actual printing will be the responsibility of the requesting department/division. The Office of Public Relations, however, will help you in determining the source of funding for your project.

### REPRINT OF ITEMS ALREADY PRODUCED

If a printed publication has been previously designed by the Public Relations Department and requires changes, please mark changes on a copy of the publication and submit it to the Director of Public Relations with a **“Request For Publications/Graphic Design”** form.

## **INTERNAL COMMUNICATIONS**

It is the intention of the Office of Public Relations to keep faculty, staff, students and alumni informed but do so at minimum cost. An electronic newsletter will be forthcoming. Printed copies will be made available upon request. In the meantime, news about Bishop State can be found on the Web site at [www.bishop.edu](http://www.bishop.edu) under the heading "**News**." The Office of Public Relations prepares a weekly online calendar that is sent via e-mail to all faculty and staff. Please submit your events to Vivian Stroud and Herb Jordan no later than Wednesday of each week. An electronic calendar has been created on the Bishop State Web site under the heading "**Calendar of Events**."

## **CAMPUS BULLETIN BOARDS**

All bulletin board postings of subjects not pertaining to Bishop State on the Main Campus must be approved by the Public Relations Office. Posting on bulletin boards on the Baker-Gaines Central Campus, the Southwest Campus and the Carver Campus must be approved by the directors or deans of those campuses. All internal postings on the Main Campus can be approved by the chairperson of the Exhibits/Display Boards Committee or by the Dean of Students. Brochures, fliers, posters, postcards, etc., must be typewritten or neatly handwritten. Include your name and telephone number in case questions arise. Posting by individuals should not exceed 11 X 17. All exhibits/display boards will continue to be maintained by the standing committee appointed by the President.

# Bishop State

*Please submit information to Office of Public Relations at least three weeks before event.*

YOUR NAME \_\_\_\_\_ TODAY'S DATE \_\_\_\_\_

TOPIC OF RELEASE OR NAME OF EVENT \_\_\_\_\_  
\_\_\_\_\_

**HAS A RELEASE BEEN ISSUED ABOUT THIS EVENT BEFORE? If yes, please attach old release with updated information.**

DATE AND TIME OF EVENT \_\_\_\_\_

**BACKGROUND INFORMATION: Please attach supporting material. Continue on reverse or attach additional sheets.)**  
\_\_\_\_\_  
\_\_\_\_\_

PHONE NUMBER/NAME TO APPEAR IN RELEASE FOR PUBLIC CONTACT  
\_\_\_\_\_

**WHO SHOULD THE PUBLIC RELATIONS OFFICE CONTACT FOR MORE INFORMATION ABOUT THIS RELEASE?**

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

Photograph Available \_\_\_ Photography Needed \_\_\_ Date/Time of Event \_\_\_\_\_  
Photographs Unnecessary \_\_\_

**For more information about preparing a press release, consult the Bishop State Publicity Guide or call the Director of Public Relations at 405-7135.**

For office use, only.

Date received \_\_\_\_\_

Date completed \_\_\_\_\_

# Bishop State

## Request For Advertisement

*Please submit information you want advertise at least three weeks before publishing date.*

YOUR NAME \_\_\_\_\_ TODAY'S DATE \_\_\_\_\_

TOPIC OF ADVERTISEMENT \_\_\_\_\_

If you are requesting a television or radio commercial, please indicate so here.

TV Commercial \_\_\_\_\_ Radio Commercial \_\_\_\_\_

DATE TO BE PUBLISHED OR AIRED \_\_\_\_\_

**BACKGROUND INFORMATION** (Please answer the following questions about your topic:  
Who is your target audience? For how long you would like to see the ad published or aired?)

\_\_\_\_\_  
\_\_\_\_\_

PHONE NUMBER/NAME TO APPEAR IN AD FOR PUBLIC CONTACT

\_\_\_\_\_

**WHO SHOULD THE PUBLIC RELATIONS OFFICE CONTACT FOR MORE  
INFORMATION ABOUT THIS AD REQUEST?**

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

Signature of Department /Division Chairman \_\_\_\_\_

Signature of Dean \_\_\_\_\_

For office use, only.

Date received \_\_\_\_\_ Date completed \_\_\_\_\_

# Bishop State

## Request For Publications/Graphic Design

YOUR NAME \_\_\_\_\_ TODAY'S DATE \_\_\_\_\_

TOPIC OF PUBLICATION \_\_\_\_\_

HAS A SIMILAR PUBLICATION BEEN PUBLISHED BEFORE? \_\_\_\_\_. If yes, please attach a copy of the old one along with updated information.

DATE PUBLICATION WILL BE NEEDED \_\_\_\_\_

BACKGROUND INFORMATION (Please answer the following questions about your topic: Who is your target audience?)

\_\_\_\_\_  
\_\_\_\_\_

WHO SHOULD THE PUBLIC RELATIONS OFFICE CONTACT FOR MORE INFORMATION ABOUT THIS PUBLICATION?

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

\_\_\_\_\_

Photographs Available \_\_\_\_ Photography Needed \_\_\_\_ Date/Time \_\_\_\_\_  
Photographs Unnecessary \_\_\_\_

**Signature of Dean** \_\_\_\_\_

**Signature of Department /Division Chairperson** \_\_\_\_\_

Date received \_\_\_\_\_ For office use, only. Date completed \_\_\_\_\_



**MEDIA RELEASE FORM**  
**Consent to use Photograph/Video/Film/Audio**

The undersigned hereby irrevocably consents to the unrestricted use in perpetuity, for purposes including but not limited to display, advertising, and trade and including any alterations or modifications whatsoever, of said image, including the negative, prints and digital made there from, by **BISHOP STATE COMMUNITY COLLEGE**, its employees, agents, successors and assigns forever. The undersigned waives any right, which he may otherwise have to inspect or approve the visual images or prints made thereof, with respect to 1) any alterations or modifications, 2) any material or commentary, 3) any publication using the name of undersigned, no name, or a fictitious name, 4) any use for the purposes of publicity, illustration, commercial art, and 5) any advertising of products or services.

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Name of Subject (Print)

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Signature of Subject Parent or Guardian (if not legal age)

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Address of Subject

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Witness (Print)

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Witness (Signature)

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Address of Witness

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Date