

# **BURRELL COLLEGE OF OSTEOPATHIC MEDICINE**

## **STANDARD OPERATING PROCEDURES**

<b>Communications, Advertising, and News Media</b>		<b>SOP #: IA.001.01</b>
Effective Date	6/10/19	
Last Revision/Review	11/20/2023	

### **1. Purpose**

The purpose of this SOP is to define BCOM's communications and marketing processes, specifically as they relate to public recognition of the institution's brand and its programs, activities, and events. The Office of Communications and Public Relations provides assistance and counsel for all communications, advertising, marketing, social media and news media needs in support of BCOM's mission and vision.

### **2. Related Policy/Authority**

### **3. Faculty/Staff Responsibilities**

Office of Communications and Public Relations

### **4. Definitions/Abbreviations**

BCOM – Burrell College of Osteopathic Medicine

### **5. Procedural Steps**

#### **A. News Media**

1. The Office of Communications and Public Relations serves as the liaison with the media and public; connects representatives of print, broadcast and digital media outlets to information sources on campus; and provides information of public and media interest in a professional format.
2. Staff and faculty must contact Office of Communications and Public Relations via email as the first step in the planning all news conferences, special events or other functions where media presence is desired. Staff and faculty may prepare first drafts of media communications, but must consult with the Director of Communications and Public Relations and implement any required changes to final copy before distribution. All information intended for media outlets must be disseminated by the Office of Communications and Public Relations. Furthermore, any questions regarding media contacts or coverage must be directed to the Office of Communications and Public Relations.
3. To ensure consistency with accepted journalistic standards, all written communications, including those with media outlets, must follow the most recently published Associated Press (AP) style guidelines.
4. Office of Communications and Public Relations serve as the official contact for media inquiries. Individuals associated with BCOM who receive inquiries directly from media are to notify the Office of Communications and Public Relations of the request immediately via email or phone and the Director of Communications and Public Relations will coordinate a response with the appropriate department or program.

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5. A two- to four-week project completion time is expected for most media-related services, such as drafting a press release or organizing a news conference.

### **B. Broadcast, Print, Video, and Web Publication Guidelines**

1. The Office of Communications and Public Relations produces the institution's internal newsletter. The Office also assists individual departments and programs with the development of internal and/or external publications, such as articles and announcements that appear in the newsletter. Faculty, staff and students may contact the Director of Communications and Public Relations via email with story ideas that can be considered for the newsletter. If a submitted idea is accepted, the director will coordinate the drafting of an article. Project completion is typically two- to four-weeks.
2. The Office of Communications and Public Relations staff must be consulted for all broadcast and/or print publication needs, including design, editing, layout, writing, video and photographic services. The Office of Communications and Public Relations must be consulted from the initial planning phase through final production. Ideally, the originating department should have a concept of what is needed, the audience for the materials and the deadline for the project prior to making its request the Office of Communications and Public Relations.
3. A four- to eight-week project completion time is expected for most editorial and design services. A three-week lead time is expected for video or photography. Production times may vary based on the scope of the project and the production queue at the time the request is made.
4. All faculty, staff and students are required to comply with official guidelines for the use of the BCOM logo, presidential seal, and other graphic standards, as revised and subsequently approved by the Board of Trustees. These guidelines apply to all external and internal publications, including letterhead, reports, magazines, newsletters, presentations and information published on the BCOM website. The guidelines and templates provided are designed to establish the university's comprehensive visual identity. Guidelines, templates and logos will be made available on the BCOM website. Any questions regarding branding guidelines should be directed to the Office of Communications and Public Relations via email.
5. The College will not make use of external business/College names, trademarks and/or logos without prior written consent. Individuals who wish to utilize external trademarks must contact the Office of Communications and Public Relations to ensure compliance with existing affiliation agreements or MOU's.

### **C. Paid Advertising**

1. The Office of Communications and Public Relations assists individual departments and programs with the development and production of advertising materials. Ideally, the originating department should have a concept of what is needed, the audience for the materials and the deadline for the project prior to making its request with the Office of Communications and Public Relations.
2. A four- to eight-week project completion time is expected for most editorial and design services. A three-week lead time is expected for video or photography. Production times may vary based on the scope of the project and the production queue at the time the request is made.
3. All advertising purchased by any unit within BCOM, with the exception of personnel classified advertising, must be reviewed and approved by the Office of Communications and Public Relations. Contact the Director of Communications and

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Public Relations via email with the advertising proofs as soon as they are ready. All IA editorial review processes apply. Any edits made by the director must be applied to the final product.

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### **6. Reports/Charts/Forms/Attachments/Cross References**

### **7. Maintenance**

### **8. Signature**

Approved by	11/20/2023
Director of Marketing and Public Relations	Date

### **9. Distribution List**

Internal/External

### **10. Revision History**

Revision Date	Subsection #	Summary of Changes	New/Cancellation/ Replacement Procedure? (if applicable)	Approval Date
11/20/2023	All	Updated titles and added section on affiliation agreements.		11/20/2023