

BURRELL COLLEGE OF OSTEOPATHIC MEDICINE

STANDARD OPERATING PROCEDURES

Communications, Advertising, and News Media		SOP #: MKT.001.03
Effective Date	6.10.19	
Last Revision/Review	1.6.25	

1. Purpose

The purpose of this SOP is to define the College'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 Marketing and Communications provides assistance and counsel for all communications, advertising, marketing, social media and news media needs in support of the College's mission and vision.

2. Related Policy/Authority

3. Faculty/Staff Responsibilities

Office of Marketing and Communications

4. Definitions/Abbreviations

5. Procedural Steps

A. News Media

1. The Office of Marketing and Communications 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 Marketing and Communications 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 Marketing and Communications and implement any required changes to final copy before distribution. All information intended for media outlets must be disseminated by the Office of Marketing and Communications and, any questions regarding media contacts or coverage must be directed to the Office.
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 Marketing and Communications serve as the official contact for media inquiries. Individuals associated with the College who receive inquiries directly from media are to notify the Office of Marketing and Communications of the request immediately via email or phone and the Director of Marketing and Communications 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 Marketing and Communications 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 Marketing and Communications 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 Marketing and Communications staff must be consulted for all broadcast and/or print publication needs, including design, editing, layout, writing, video and photographic services. The Office of Marketing and Communications 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 Marketing and Communications.
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 College 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 College's 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 Marketing and Communications 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 Marketing and Communications to ensure compliance with existing affiliation agreements or MOU's.
6. Any statistical related claims in any advertisements must conform to the State of Florida's Rule 6E-2.004(11)(c)(8) F.A.C. This rule requires the College to ensure that any placement claims or other statistical data used by the institution in its recruiting efforts shall be accurate, and based upon reliable statistical data. It is the responsibility of the College to ensure that all such claims are kept up to date and reflect actual current conditions and job market projections, taking into account the anticipated needs in the local community. Advertisements shall contain citations of the source of such claims. The institution shall maintain backup documentation to support the citations. The Office of Institutional Effectiveness will review all advertisements with statistical claims to ensure that statistics are accurate and that proper citations are added.

C. Paid Advertising

1. The Office of Marketing and Communications 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

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materials and the deadline for the project prior to making its request with the Office of Marketing and Communications.

2. A four- to eight-week project competition 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 the College, with the exception of personnel classified advertising, must be reviewed and approved by the Office of Marketing and Communications. Contact the Director of Marketing and Communications 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.

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

7. Maintenance

8. Signature

Approved by	1.6.25
Director of Marketing and Communications	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
7.29.24	All	Updated Titles and the SOP Prefix from IA to MKT		7.29.24
1.6.25	5; B6	Added item B.6 regarding citations being added for any statistical claim per State of Florida Rule 6E-2.004(11)(c)(8) F.A.C.		1.6.25