

Standard Operating Procedures for the Office of University Communication

Coastal Carolina University Office of University Communication

The mission of the Office of University Communication (UC) is to tell the truth about Coastal Carolina University in ways that create interest, cultivate respect and inspire devotion. Our operating procedures below are designed to expedite requests for public relations and marketing, clarify production schedules and facilitate timely promotion of the University to fulfill this mission.

For questions about this mission or these operating procedures, please contact Mary Eaddy, interim vice president for University Communication, at Ext. 2510.

Coastal Today

“Coastal Today” is the University television show produced through UC and aired via SC Educational Television, Time Warner and HTC Cable on an educational access channel. The program is taped every other Wednesday from 9:30 to 11:30 a.m. A comprehensive taping schedule is not available, but Wendi Lee, associate producer, plans each show. Any story with a University connection and visual appeal may qualify for a segment on this program. For questions or queries, please submit this [form](#) to WLee@coastal.edu, with a copy to MHunn@coastal.edu.

Coastal Carolina University Magazine

If you know anyone affiliated with our University who has celebrated a significant achievement or interesting story, please send an e-mail to Doug Bell at dbell@coastal.edu. As editor of the magazine, Doug is interested in topics from all colleges and athletics.

Beginning with the fall 2009 issue, the Coastal Carolina University will be issued quarterly. The release date schedule is for the upcoming year is:

August 1 (Fall), November 1 (Winter), February 1 (Spring), May 1 (Summer).

The deadline for editorial copy is two months before the date of issue; therefore, ideas and suggestions for articles, profiles, alumni notes, news notes, etc. should be submitted three months prior to the issue date to be considered for inclusion. For the Fall Issue, the deadline for ideas from the University community is May 1; for Winter, Aug. 1; for Spring, Nov. 1; and for Summer, Feb. 1. Themes for each issue may be decided up to one year in advance, although space will be available for late-breaking news of significance to University stakeholders.

Equipment Set-Up and Check-Out

Please provide at least 24 hours' notice for equipment set-up for PowerPoint, video and audio presentations to classes, committees and groups. To schedule equipment set-up,

call Judy Cannon at ext. 2890. If you have an emergency or difficulty using equipment, contact Timothy Winningham at ext. 2597 or Dan Snyder at ext. 2581. Several video cameras are available for faculty and staff use to prepare productions for the Web. For video camera checkout, call Judy Cannon.

Graphic Design

Print Collateral and Direct Mail

Pre-approved designed Word templates are provided to University faculty and staff at www.coastal.edu/marketing/templates. The templates include posters, flyers, postcards, tri-fold brochure, and a selection of University photography. University graphic design standards workshops are provided through the Teal Center. All content for self-produced collateral must be approved through the University Writing Lab.

The Office of University Communication is available to assist in the production of more complex publications. To initiate the scheduling of a project, requesters must first complete a services requisition. It is important to have an idea of budget, quantity and content upon submitting a requisition. It is advised to allow a minimum of two months for production of all printed collateral. Please submit all requests and questions to Rob Wyeth (rwyeth@coastal.edu) with a copy to Martha Hunn (mhunn@coastal.edu).

Marketing Campaigns

The only certain way to control the content and audience distribution of any message is through Web site design, direct mail or advertising. But unless the University is giving away free cars or electronics, one ad or one postcard won't be sufficient to achieve our attendance or enrollment goals. Advertising is one element of marketing. The practice of UC is to review your marketing goal and then recommend a strategic approach that may include advertising or a mix of advertising and public relations. An integrated approach often works best.

All marketing materials will be submitted to the featured individual or program director and dean or athletic director for review prior to distributing, and with the University Executive Council's approval prior to placement. The University Executive Council meets each Monday. During projects that may require tighter turnaround times, distribution for review will be handled via e-mail, with advisory telephone calls. Failure to respond within 24 hours will be interpreted as consent to proceed with materials. To request marketing assistance, please collect answers to the questions attached and send them to DHogue@coastal.edu, with copies to MHunn@coastal.edu and MEaddy@coastal.edu.

Media Services

The Department of Media Services provides the faculty, staff and administration with multimedia and audiovisual resources, media and television production, campus closed-circuit cable television, facility planning and technical support for the teaching,

informational and promotional activities of the University. Media Services is located in Hampton Hall at 108 Tom Trout Dr. on campus. Contact: 349-2890 or www.coastal.edu/media.

Clients

- A. University academic and administrative clients using University-appropriated funds will be charged for the cost of materials used, travel and other directly related project expenses excluding labor. Additional charges will be assessed for after-hour production services.
- B. Non-University projects, grant projects, civic and governmental projects must be approved by the VP for University Communication. Clients will pay for all cost incurred, including labor.

Procedures

- A. To make a request for multimedia and audiovisual equipment: visit www.coastal.edu/media and fill out the form at the equipment checkout section. A list of equipment options is online. Please include all appropriate information.

If an equipment request is entered with less than a **24 hours** notice, you **must** call Media Services to confirm that your request has been received and can be accommodated. Requestor is responsible for keeping all equipment safe and secure while in possession. If requestor finishes early or class is cancelled, requestor must call Media Services as soon as possible for equipment pick-up.

To request technical assistance or classroom support call ext. 2890 and a technician will be dispatched ASAP. For evening requests, call 843-283-1155.

All requests for outdoor amplified sound must adhere to the University Amplified Sound Policy and must be approved two weeks prior to the event. Any bands or groups performing on campus for hire should provide their own equipment.

Any technical rider requiring Media Services support should be approved by the director of Media Services prior to contract approval.

Media Services cannot support conferences with media equipment in Myrtle Beach and other locations in the area unless Coastal Carolina University is the host and lead sponsor of the conference. Any exceptions must be approved by VP of University Communication.

- B. All other requests for Media Services should fill out a work requests form. For work requests forms, go to online forms section of the University Web site or contact the administrative assistant at 349-2890.

Complex media, engineering, audio, video and television production projects will need to call or set-up a meeting with production staff to get details and directions on project. When requesting a video production, clients must provide storyboard, scripting and basic information about purpose and audience. Some projects may require assistance from other departments and groups (example: script writing and graphics from University Communication staff), so please give ample lead time. Last minute request may be impossible to accommodate.

All products for external or widespread internal use must be approved by University Communication. Media Services will not reproduce copyrighted material without permission from the copyright holder.

News

The spontaneous, evolving nature of news ensures that virtually anyone on our campus has the potential to become a newsmaker or news source for breaking stories. The University Communication office attempts to keep track of all media interviews of University personnel. If you are contacted by a media outlet for an interview in your capacity as a representative of Coastal Carolina University, please notify UC at ext. 2962. (If you are asked to participate in a “man-on-the-street” type interview during a campus event and are not officially expressing opinions or policy of the University, an advance call to the UC is unnecessary.)

If you feel you need assistance in crafting your message, or if you think you would benefit from a coaching session on speaking to the media, contact Martha Hunn at ext. 2962 or MHunn@coastal.edu. Interview preparation ensures the best possible articulation of your message.

If you are an expert on topics under current and repeated discussion, please contact the UC as soon as possible so that we can offer your expertise to news outlets. Your appearance on the Web, TV or in print enhances the credibility and image of the University.

Furthermore, if you have received or are about to receive a major award, publish a significant work or conduct research that may be of interest to the general public, please provide as much advance notice as possible so that we may work strategically with you to achieve the best possible news play. Notification after the fact reduces your opportunity for visibility except in cases where timeliness is not a central news element.

We will send you a proof copy of releases prior to submission to news outlets. If you fail to respond within 24 hours and timing is vital to ensure coverage, the release may be submitted without additional consultation. Please call or send an e-mail about newsworthy activities to MHunn@coastal.edu, with a copy to MPrufer@coastal.edu.

If you are seeking publicity for an event or subject, the procedure for getting publicity is

outlined below:

Public Events

Examples: speakers, fundraisers, etc.

- A month in advance, notify University Communication (UC) about your upcoming event to get it on our internal calendar.
- At least three weeks before the event, send details (what, where, when, why, how), name of the sponsor, contact person and telephone phone numbers. If a speaker is engaged for the event, send biographical information, the title of the talk and a head shot jpeg of the person. The jpeg should be at least 200 dpi. Most images on the Web are not downloadable in usable form.
- We will write the release and send it to you for approval. If you send us your own release, we will edit it to conform to Associated Press style and our news release format.
- Upon your approval, we will send the release out to the appropriate media list (business, arts, print media, broadcast media).
- Then the release is placed on the Web site news page and on the Web home front to rotate with other news. Note: We MUST have a photo to put the news on the Web front.

Concerts or Performances

A month in advance, notify University Communication (UC) about your upcoming event to get it on our internal calendar.

- At least three weeks before the event, send details (what, where, when, why, how), name of sponsor, contact name and telephone numbers. For cultural events, indicate the title of the event, the content of the program, names of performers (identify who is student and who is faculty). For a play, include a brief synopsis and cast list.
- Send a promotional photo of the cast or arrange for one to be taken by calling Bill Edmonds, campus photographer, at ext. 2925. We receive better (and bigger) publicity with a photo.

Other stories not tied to an event

Examples: faculty grants, awards or book publications, alumni achievements, students involved in noteworthy or unusual projects (building robots, organizing chicken dance for Guinness Book of World Records)

- Send detailed information by e-mail or make an appointment to meet with us for maximum coverage.
- Send information as early as possible.

Online Newsroom

The UC Office is developing an online newsroom that will feature podcasts, RSS feeds, videoclips, news releases, campus photos and official announcements. If you have favorite online newsroom sites you'd like to share with us, [click here](#).

Photography

One week's lead time is necessary for studio and indoor photo shoots for promotional

purposes—those that require careful planning and attention to lighting detail. Three days' lead time is requested for outdoor promotional work. For promotional photos that include students, faculty, staff or members of the general public, you are responsible for obtaining photo releases in advance. Photo releases are mandatory are available [here](#). Spot news photos have no time requirement, but require advance consent of the University News Bureau in the UC office.

Electronic copies of pictures on file may be accessible in one day or even a few hours. The photo shop is also available to print large copies of campus photos for your office walls, but time required for this request depends upon technician availability. This courtesy service does not include the cost of matting or framing.

To request photography services, complete the attached form and submit it via e-mail to Bill Edmonds, University photographer, at Edmonds@coastal.edu. For news event photography, please send a copy of this e-mail request to the Martha Hunn, director of News and Public Affairs, at MHunn@coastal.edu and Bill Edmonds, Edmondsb@coastal.edu. For more information about photography services, call Bill Edmonds at ext. 2924.

Printing Services

Printing Services is a service arm of Coastal Carolina University for printing brochures, forms, books, certificates, invitations, classroom materials, and any publication or reproduction that is requested. Copyrighted materials can only be reproduced with written permission from the publisher. Printing Services does not accept "outside" work from the general community. Please call ext. 2921 or ext. 2922 and we will pick up your printing order at the beginning of the business day.

Capabilities

Printing Services stocks ink in a variety of colors and paper in different sizes, weights, and colors. Cutting, folding, stapling, binding, trimming, hole punching, and/or packaging, as well as laminating, take place before the materials are delivered.

Printing Process

1. Typesetting and graphic designs are performed in the Office of University Communication (Singleton Building 224). At the end of this process, your document is ready for proofing.
2. The originator of the request should involve all necessary persons to ensure that grammar and spelling are correct. The job is then sent back to University Communication for any necessary corrections. UC will then send the corrected copy back for a second proof.
3. Upon receiving your final approval, the request form and your copy will be delivered to Printing Services. Work received at this time is considered ready and the printing process begins. Any changes after printing has begun require the re-

submission of another work order and another separate charge. This process starts over in University Communications.

Offset Printing

Offset printing is necessary primarily when materials are to be distributed publicly. Some of these materials include departmental letterhead and envelopes, invitations, brochures, business cards and notecards/envelopes. Our offset press can handle a variety of both paper and ink colors. In most cases, offset printing has a five (5) day turn around time; however, depending on the complexity of the job, some printing may require as much as ten (10) working days BEGINNING ON THE DAY OF FINAL PROOF. Please take this into account and plan accordingly.

Offset Requirements

- For each job requested, a separate requisition MUST be filled out.
- Each job or service requested MUST have a title.
- All requisitions MUST be filled out with the name of cost center, cost center account number, and cost center director's signature.
- When counting originals, be sure to count front and back.
- Printing Services CANNOT staple and fold items simultaneously.
- If finished products are to be delivered somewhere other than to the requestor, please specify on work order.

Quick Copy Printing

Quick copy printing should be used for the production of on-campus copies, classroom materials and occasionally off-campus distribution. Regular requests must be submitted at least two (2) working days in advance in order to meet your deadline. Most jobs are ready in one day. However, there are some jobs that require more time. Printing Services personnel will notify you when a particular job will require more than the allowed time. We also have the capability of copying in color. We have the same turn-around-time as black and white copying.

Emergency printing is done on a first-come, first-serve basis. You may bring your materials along with a completed printing request. You will be notified when the job is completed; however, during certain peak periods of the year Printing Services could interrupt this service.

For more information about Printing Services, contact Dennis Roakes, manager, at DRoakes@coastal.edu. Click here for [Printing Service Request](#) forms.

Video Production

Instructional video service for academic purposes requires a one-week lead time to ensure staff and equipment availability. In the event of a scheduling conflict, miniature cameras are available for checkout so you may shoot your own footage. If you would like to hone your skills, the Teal Center periodically offers workshops in videography.

Promotional video requires extensive planning and consultation. Promotional productions require, at a minimum, a three-month lead time with script. You are responsible for providing both the rough lead time schedule and first draft of the script. You will also select students to appear in the video. UC will train them for their roles and work with you to refine the lead-time schedule and script. To request a video, write a paragraph about the type, purpose and use of the video and submit this to DParker@coastal.edu, with a copy to DHogue@coastal.edu. A sample production timetable, script and work order are [available here](#).

Web Site Design

UC graphic standards for Web design are under development and the University Web Site Committee will review them prior to implementation. If you have questions regarding the appearance of your Web site, please contact Rob Wyeth, director of University Publications and Graphic Standards at RWyeth@coastal.edu or DRogers@coastal.edu.

Athletic Media Relations

Coastal Carolina University's athletic teams have a winning tradition on and off the field. To request B-roll, photos, fact sheets or other items, please contact John Martin, assistant athletic director for media relations, by telephone at ext. 2822, or via e-mail at JAMartin@coastal.edu. If you are interested in having a coach or athletic administrator speak to your class or civic group, please contact that coach directly by referring to this [Athletic Department Web site](#).

Release of Information

The University Communication Athletic Media Relations Office (AMR) is responsible for releasing all information on the University's 17 varsity athletic teams, its players and coaches and the staff of the University Athletic Department. This strategic approach enhances the exposure for the Athletic Department and teams and provides consistent and fair coverage to all local, regional and national media. Every varsity student-athlete, coach and administrator must fill out this Freedom of Information form for background information. Each varsity team's coaches will be given a supply of biography forms to use when student-athletes are added to the roster. Once the forms are completed, the Athletic Media Relations Office will be the office release agent for official information on the University's varsity student-athletes, coaches and administrators.

AMR will be responsible for all home events and will supply a program (when requested) and statistics. For those sports that have their own computer systems or statistics crews in place, the AMR will coordinate with those sports to receive information for release. It is the responsibility of the coaches and AMR personnel to discuss access to game-day information at least one day before the competition, or earlier if possible.

AMR will provide advice regarding the flow of information for all road events before the teams leave campus.

Interviews During the Week

Coaches are generally available Monday-Thursday for phone interviews in the morning. All coach and player interviews must be arranged through AMR. All player and coach interviews must be cleared through the Coastal Carolina Athletic Media Relations Office at least 24 hours in advance. This policy allows us to arrange a time that will not interfere with a student-athlete's academic schedule, which has top priority. One note to the media: Home phone numbers for players and coaches are unavailable through AMR.

Credential Requests

All media outlets that wish to cover Coastal Carolina athletic events must submit requests from their sports editor/director for credentials in writing to the AMR office. You will be notified within 72 hours if the request has been granted, so please provide a method of contact. Press credentials WILL NOT be issued to spouses, friends or children.

Possession of a season credential does not guarantee a seat in any of the press box seating areas. To assure yourself of a seat, you must notify the appropriate AMR office member to cover a particular game. All seat assignments will be made on a first-come, first-served basis.

Single game press credentials can be picked up in the AMR during the week of a home contest. If credentials are requested and approved, they will only be mailed if the request is granted at least two weeks prior to the game. Any credentials not picked up will be left at the "Will Call" window at the north end of Brooks Stadium.

Credentials must be worn and visible at all times, as there will be people verifying credentials. All credentials are non-transferable. Your credential will get you access to the stadium, press box, sidelines (photographers only) and post-game interview.

Home Games

Pre-Game

The AMR staff will provide game programs, flip cards, game notes and cumulative statistics for both teams to credentialed media prior to all games.

Phone Lines

Any phone lines needed for a particular game must be requested at least 72 hours prior to the game. All long-distance costs associated with the phone line are the responsibility of the media member/outlet using them.

Internet Access

For those with laptop computers that can automatically select an IP address, there are Internet connections at most athletic venues. Additionally, wireless Internet is now

available for use on campus. Please know that the University server does track all Internet usage, including in the press box, for inappropriate use.

During the Game

Media outlets covering the home games are entitled to receive copies of the final game statistics, play-by-play and a scoring summary.

Radio stations that have not purchased rights shall not carry any broadcast report from the stadium on a live basis or any live description of any game action while it is still in progress. Radio stations may report on the event(s) within a newscast and are not precluded from reporting or updating the score of the game while it is in progress, except from the stadium. Those with media credentials also may do limited blog reports from the venue based on that sport's protocol.

Photographers

Photographers are issued similar credentials to press box media. Photographers are allowed to shoot from selected areas in each venue. Under no circumstances are photographers allowed in the bench areas during the game.

Post-Game

All post-game interviews should be arranged with the appropriate Athletic Media Relations representative and will be conducted following the 10-minute NCAA cooling-off period.

Publications

The AMR Office is responsible for the production of all varsity sports publications. The office will meet with each sport coach to determine the issues and information to be included in each year's media guide and the timeline for the media guide to be produced. The AMR Office will handle the bid process, design, layout and editing, with the coach providing final approval and edits. To ensure accuracy regarding general University information, the Executive Council will review each media guide prior to production. The office will produce media guides for all sports, combining some sports into logical combinations when agreed upon.

The Athletic Web Site

The AMR Office will be responsible for the upkeep of the Athletic Department Web site, GoCCUSports.com. All official varsity athletic information and pictures will be directed through the AMR Office and uploaded on a daily basis. It is the intent of the AMR Office to have current statistics and game results uploaded on the athletic Web site as quickly as possible after the completion of the event, especially home events. Every sport and all University varsity student-athletes, coaches and administrators will have information included on the Web site, provided that all of the proper paperwork has been filled out. A yearly review of the site will be scheduled for June to determine the course of action for the next academic year.

Photo Policy

The Photography Department, headed by Bill Edmonds, is responsible for taking the official photo of every student-athlete, coach and administrator in the Department of Athletics. Headshots and team pictures will be scheduled through the AMR Office or directly through Bill Edmonds at ext. 2924 or edmondsb@coastal.edu. AMR is responsible for distributing those photos to the media upon request. The Photography Department will also be the official University photographer at athletic events when scheduled through the Athletic Media Relations Office. Some home events will not have a photographer available but special requests can be made through the AMR Office to have a photographer on site.

Travel

AMR will assign one of its staff members to travel to all away games for the following sports: football, men's and women's basketball, baseball and softball (once basketball season is complete). Each sport will be responsible for paying all travel and food costs related to those trips. The office will attempt to provide staff to travel with other individual sports on request and when available under the same cost guidelines. In the case of an NCAA-sponsored tournament appearance, the AMR Office should be considered part of the official trip and be accorded all of the rights and privileges given by the NCAA and the Athletic Department.