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 cultivate a strong public image and communication in support of the University’s mission to recruit and develop high-caliber students and effectively promote the University’s role as a community and regional resource.

The operating procedures are designed to expedite University requests for public relations and marketing support. These protocols will clarify production timelines and facilitate efficient fulfillment of projects.

For questions about this mission or these operating procedures, please contact Debbie Conner, Associate Vice President, University Relations, at Ext. 2568.

Coastal Today
“Coastal Today” is the University’s own public affairs television show produced in-house by University Communication through the facilities of campus Media Services. The show is broadcast across the local region via the cable systems of Time Warner and HTC utilizing the educational access channels.

The program is taped every other week. A comprehensive taping schedule is not available, but Martha Hunn, 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 mhunn@coastal.edu.

Coastal Carolina University Magazine
The magazine is issued twice a year with editions in spring/summer and fall/winter. Magazine on-line edition can be found at www.coastal.edu/magazine.

If you know anyone affiliated with our University who has celebrated a significant achievement or interesting story, please send an e-mail to editor Doug Bell at dbell@coastal.edu.

Graphic Design
The Office of University Communication’s design team is available to assist in the design and production of publications, advertising, and most print collateral needs.

To initiate the scheduling of a project, requesters must first complete a Printed Service Requisition form, located at www.coastal.edu/forms under Marketing Print Services. It is important to have an idea of budget, quantity, and content upon submitting a requisition. Even though request may be turned around in a timely fashion, it is advised to allow a minimum of
two months for production of printed material. Please submit all requests and questions to Rob Wyeth (rwyeth@coastal.edu).

Pre-designed Word templates and photography are available to University faculty and staff at www.coastal.edu/marketing/templates. The template options include posters, flyers, postcards, and a tri-fold brochure. All self-produced collateral must be submitted to Kim Harper (kharper@coastal.edu) to coordinate review for approval within the Office of Communication.

Marketing Campaigns
Marketing/Advertising Placement

Purpose

It is vital to the success of the University to ensure consistent messages are communicated when promoting or advertising University assets and programs. The marketing division of University Communication (UC) serves as the clearing house for all marketing needs and advertising activated by campus divisions, both academic and auxiliary.

Consistent with University policy, all advertising requests and marketing support must flow through (UC). This procedure creates a greater efficiency in regards to working with advertising vendors and eliminates costly duplication. Additionally, the UC staff can provide in-house consultation to ensure that University resources are maximized and target audiences are effectively reached.

Execution

To launch an effective marketing campaign or place advertising, a minimum of **four to six weeks** is required from job origination to delivery.

*(Note: Delivery time could be shortened if the job entails a one-time AD or short-run advertising.)*

Step #1: Marketing staff will consult with requestor and determine scope and focus of the project. An appropriate strategy and supporting media elements (print, broadcast, web, etc.) will be developed. Copy points, photos and any other supporting materials will be provided by the requestor.

Step #2: Creative aspects of the advertising will be assigned and scheduled. Execution of graphic design or broadcast production will be subject to projects already in the queue. Rough draft creative elements will be sent to the requestor for review and editing.

Step #3: UC staff will monitor advertising once activated and provide analytics and return on investment measurements if available

To request advertising or marketing services, please contact Trenny Neff @ ext 2102 or tneff@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 Relations. Clients will pay for all cost incurred, including labor.

** Procedures**

1. 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.

2. 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.

3. 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 pickup.

4. 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.

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

6. 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.

7. Any exceptions must be approved by VP of University Relations.

**Video/Audio**

1. Complex media, engineering, audio, video and television production projects will need to call the Director of Media Services. 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).

2. 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.

3. Instructional video service for academic purposes requires a one-week lead time to ensure staff and equipment availability.

4. 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. A sample production timetable, script and work order are available here.

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.

1. 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.

2. 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.

3. If you are an expert on topics under current and repeated discussion, please contact 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.
Public Events
If you are seeking publicity for an event or subject, the procedure for getting publicity is outlined below:

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

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

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 resubmission 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.

**Web Site Design**

The University utilizes a CMS. This system has specified design elements useful in page design. If you have questions regarding your web page, please contact Rob Wyeth, director of University Publications and Graphics Standards rwyeth@coastal.edu or University web manager webmaster@coastal.edu.

**Athletic Media Relations**

To see operating procedures for athletics media relations go to www.goccusports.com/media-relations/media-relations.html.