

Section: Communication Guidebook
Subject: Advertising and Event Promotion
Approved by: Cabinet
Applies to: Faculty, staff, students, volunteers
Effective date: Nov. 9, 2004

COLLEGE POLICY

LaGrange College's communications to external audiences play a crucial role in shaping the image of the institution among various constituency groups, including prospective students and their parents, alumni and donors. As a result, communications in the form of advertising and event promotion must enhance the College's image and help to achieve institutional goals.

To facilitate these objectives, LaGrange College places conditions and guidelines on advertising and event promotion. These guidelines aim to facilitate the placement of such communications, while promoting a consistent, distinctive and unified image of the College.

The LaGrange College Communications and Marketing Department is responsible for setting and administering these conditions and guidelines.

PROCEDURE

Advertising encompasses a wide range of media. From broadcast and cable TV, radio and Web to periodicals, outdoor signage and cross promotions, all fee-based advertising is encompassed by this policy.

To accomplish the policy objectives outlined above, the content, placement and timing of all such advertising must be approved in advance by the Communications and Marketing Office (CM). For advertising that is funded through the CM budget, requests for new advertising should be made to CM at least one month prior to the first run date of the advertising. If extensive creative work will be required, as in the case of television advertising, more lead time is required. For placement of an existing advertisement, contact the CM office at least two weeks prior to the desired run date. CM will provide creative assistance and purchase media on the requesting person's behalf, always working to strategically promote the College in the most cost-effective manner.

For advertising not budgeted through Communications and Marketing, the requesting department must indicate along with the request how the advertising will be funded. In such cases, the requesting group is advised to contact CM during the creative phase of the advertising production. Regardless, please allow at least two weeks for CM to sign off on the content, placement and timing of the advertising.

Requests for advertising/approval should be made in writing, preferably via e-mail, to the CM Director.

In all instances, CM has the final determination on all issues relating to brand and visual identity.

Classified job advertisements may be placed directly with the College Human Resources Specialist. Display job advertisements for the Chronicle of Higher Education should be coordinated with CM. Other display job advertisements can be placed through Human Resources but must follow the College's Visual Identity guidelines. Unless you are dealing with a routine contact/outlet, consult with CM to ensure that such guidelines are followed.

Event Promotion: The Communications and Marketing Office wishes to support College activities that aim to advance the entire institution. If you would like information about an event released to the media, you must work with the CM staff for a release to be created. All press/news releases for LaGrange College are sent **ONLY** through Communications and Marketing.

To request a release, complete the short form found at <http://www.lagrange.edu/communications/pressreleaseform.php> (attached to this policy). This form asks for a few significant facts about the event. It must be completed at least three weeks prior to the activity.

Upon review, the CM staff will determine whether a release about the event or activity will likely be published and whether there is sufficient staff time to complete a release. The event contact will be notified of the decision. If a release is to be created, the contact will be asked to supply additional information.

Please keep in mind that CM cannot control what newspapers print or when, or what broadcast media air or when. However, if lead time is sufficient and the information is of interest to the public, the information generally will receive placement.

Requests for inclusion of events/activities in the internal FYI newsletter can be made by contacting the Assistant Director of Media Relations in Communications and Marketing.

Remember that it is not the responsibility of Communications and Marketing to guarantee an audience for an event. Planners may want to consider paid advertising as a means of attracting an audience for unique or large-scale functions.

CM is not responsible for creating on-campus posters or other display material regarding events. If such materials are used, remember that they must follow the Visual Identity Program and the campus Posting Policy, which is administered by the Vice President and Dean for Student Life and Retention.

SUMMARY

Advertising and event promotion must enhance the College's image and help to achieve institutional goals. The content, placement and timing of all advertising must be approved in advance by the Communications and Marketing Office. To promote an event to the media via nonpaid means, request a press release by completing the short form found at <http://www.lagrange.edu/communications/pressreleaseform.php> .

LaGrange College Press Release Request - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Print Mail Print Mail

Address <http://www.lagrange.edu/communications/pressreleaseform.php> Go Links

Google Search Web 107 blocked AutoFill Options

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Press Release Request

Your assistance in announcing and promoting LaGrange College special events, programs and accomplishments is valuable. If you have newsworthy information and would like it to be considered for a press release, please complete the following form.

For pre-event publicity, this form must be submitted at least three weeks prior to the event. For post-event publicity, please complete this form as soon as possible after the event and no longer than one week after the event.

Contact person:

Brief summary of the topic of interest:

When? (dates and times)

Done Internet