



POLICIES

Effective Date: March 2005

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Revised: July 1, 2015

Approved by: James E. K. Hildreth, Ph.D., M.D.
President and Chief Executive Officer

Subject: Advancement and College Relations - Marketing and Communications Policy

PURPOSE:

The Office of Marketing and Communications creates, promotes and maintains a positive image (internally and externally) for Meharry Medical College and all of its units. The office is responsible for most internal and external communications that are promotional and/or informational. Services include:

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| Communications Plan Development | Media Relations |
| Promotional Materials & Advertising | Publications |
| Art Direction/Graphic Design | Still & Video/Film |
| Photography | |
| Web Design & Content Development | |

PROCEDURE:

Communications Plan Development

The Office of Marketing and Communications assists with developing a comprehensive communications plan to promote College activities, programs, events, etc. Because each activity is unique, it is best to involve the office as soon as planning is under way. The office also ensures that branding standards of the College are not compromised in any materials bearing the Meharry name or trademarks (logo, seals, etc.) and can advise on the proper branding for campus activities.

Primary tactics used in marketing and communications are as follows:

Media Relations

The Office of Marketing and Communications is the institution's official liaison with newspapers, magazines, radio and television stations, and news bureaus. **All contacts with the media must be coordinated through this office by calling 327-6282.**

Because Meharry is a private college, located on private property, all news media representatives must receive authorization from the Office of Marketing and

Communications prior to visiting any facility on campus. This policy helps Meharry advance its mission in an effective manner and protects the rights and needs of students, residents, faculty, staff, patients, donors, alumni, and guests. While on campus, news media representatives must be accompanied by personnel from the Office of Marketing and Communications or their designee. This is to ensure compliance with laws, regulations and policies governing rights to privacy and to the protection of proprietary information. If news media representatives attend a campus meeting, an announcement to that effect must be made at the beginning of the meeting so that all attendees are aware that the media are present.

Any request involving Nashville General Hospital at Meharry must also have the authorization of the hospital's Director of Communications. The Office of Marketing and Communications will obtain this authorization.

The office can arrange and help members of the campus community prepare for interviews with the media when their area is in the news. Calls or visits from a reporter or any media representative should be handled using the following procedures:

1. Determine what the request is.
2. Ask the reporter to call the Office of Marketing and Communications at **327-6282** or offer to have the media office contact the reporter (get his or her name and phone number).
3. Immediately notify the media office of the contact. The office will follow up with the reporter.

Promotional Materials and Advertising

The media office promotes the different activities and events occurring in campus departments or units, when adequate time is given. Because each event, program, activity, etc., is unique, a specific action plan should be developed for each one. For that reason, faculty and staff should contact the Office of Marketing and Communications as soon as planning is under way to guarantee that maximum promotion can be developed and executed.

Publications

The Office of Marketing and Communications prepares and publishes institutional publications. Publications, advertising or other presentations that are circulated to off-campus audiences create important impressions of the College and its programs and services. The Marketing and Communications office provides professional publications' editing and design services, obtains cost-effective materials and services, and establishes a uniform image for Meharry in such materials and their presentation. All publications prepared by campus units (newsletters, magazines, brochures, booklets, pamphlets, etc.) should be reviewed by the Office of Marketing and Communications, prior to production and printing. *Scholarly journals and papers are not included in this process.*

The marketing and communications office will ensure that: (1) materials are reviewed promptly (within five working days), (2) any assistance to be provided by the staff is scheduled at the earliest possible time, and (3) a clear indication of production and delivery dates is provided in advance.

Art Direction/Graphic Design

One of the goals of the Office of Marketing and Communications is to make the best possible graphic (visual) presentation of materials for the College. This includes layout and design of publications, displays and exhibits. The art director provides professional layout, design and other conceptual work.

All requests for these services should be made to the Office of Marketing and Communications at **327-6282**. Production time depends on the project.

Still and Video/Film Photography

The Office of Marketing and Communications will arrange for still photographic services for publications, displays, exhibits, coverage of events or other photographic needs. The office also arranges for all video and film photography on campus. These services are contracted to freelance photographers, videographers and production houses, and the cost is charged directly to the requesting unit or department.

Web Site Design and Content Development

The Office of Marketing and Communications works with the communications coordinator/team in your unit to ensure that content and design on the College's Web site are dynamic, robust and up-to-date. The marketing and communications office works closely with the Office of Information Technology to match the appropriate technology to the communications goals of the College. The office also ensures that pages on the Meharry web site adhere to branding standards and policies of the College. Again, because each project and unit are unique, it is advisable to involve the Office of Marketing and Communications in your Web site planning as soon as it is under way. Contact the office at **327-6282** to arrange for this service.