



POLICY ON PUBLIC RELATIONS RESPONSIBILITY AND AUTHORITY

Dated: October 10, 2016

Supersedes: PR.102 Responsibility and Authority, dated July 12, 2000

References: Use of College Authorized Social Media Accounts, dated August 30, 2011; Filming, Videotaping, Photography and Visual or Audio Recording, dated February 26, 2013

I. PURPOSE

To provide information and guidelines regarding the role, responsibility and authority of the Office of Public Relations regarding communications and marketing to ensure that such matters are professionally and appropriately handled and referred. Nothing in this policy is intended to affect the responsibility of faculty members for their scholarly publications and personal involvement in community activities, nor is it intended to affect individual employees' rights to express personal views about New York Medical College ("the College") or other issues as long as they make it clear that they do so as individuals and do not represent the official position of the College either directly or indirectly.

II. SCOPE

This policy applies to all members of the College community including at clinical affiliates.

III. POLICY

It is the policy of the College that all official external communications and marketing be conducted and coordinated through and under the oversight of the Office of Public Relations in accordance with the provisions of this Policy.

IV. PROCEDURE

The Office of Public Relations has primary responsibility for each of the areas specified below.

- A. **Media Relations** – To ensure that information about the College and its members is accurately, consistently and optimally disseminated to the public through the media, the Office of Public Relations is the only office authorized through which official announcements, activities and

statements, including press releases of the College may be communicated to the general public. The Vice President of Communications serves as the official College spokesperson on matters of institutional policy or position, solicits leadership's participation as warranted and is charged to respond to all general inquiries and to proactively engage the media to report on items of interest. When members of the College community are contacted by the media on any matter (including one relevant to their particular area of expertise), they must immediately refer the media to the Office of Public Relations who will work with faculty and senior administrators in formulating appropriate responses. When the inquiry solely concerns an individual's expertise, faculty and staff are encouraged to respond directly and to notify the Office of Public Relations for follow up, if necessary. Because of the public relations staff's functional range of knowledge, they may call upon other members of the academic community to expand or contain a news item. All offices seeking press coverage for events and activities will contact the Office of Public Relations prior to initiating media contact. The Office of Public Relations will analyze each request and define the strategy it believes will be most effective in achieving the desired goal on behalf of the College. Requests for routine coverage should reach the office at least two weeks before the date on which initial media contact or release might be made.

- B. **Advertising** – The prior approval of the Office of Public Relations is required for all advertisements, brochures and other communications, including written, video, audio, electronic or other formats, to external audiences for purposes other than recruiting personnel (handled by Human Resources). This ensures that information about the College is current and accurate and that brand and design standards are consistently applied.

- C. **Publications** – The Office of Public Relations produces the College's primary publications including the *Chironian* magazine, the *In Touch* e-newsletter, strategic plans, brochures, programs, booklets, postcards, posters, etc. Ideas for feature stories are welcome and should be directed to the appropriate editor.

All College schools and departments must consult with the Office of Public Relations to produce printed materials. The Office of Public Relations will assist with selecting quality vendors, proofing copy and ensuring brand guidelines and design standards are met.

- D. **Website** – The layout, design, information architecture and content of the College's website (www.nymc.edu) are under the purview of the Office

of Public Relations. The hardware and servers for the web are under the purview of the Office of Information Technology. The website is a communications vehicle that provides College information in a consistent design standards format. The Office of Public Relations works with academic and administrative departments to develop/update the website, however, schools/departments/divisions/offices are responsible for the content and accuracy of their area on the College website. All activity on the website is monitored and recorded. It is strictly forbidden for any member of the College community to gain access to any portion of the College website without authorization of the Office of Public Relations.

External and/or vendor sites: The Office of Public Relations manages all content from web pages within the domain of www.nymc.edu. Any website and/or pages housed outside of www.nymc.edu, such as (but not limited to) vendor website or website created independently of the main College website are not supported and are not condoned by the Office of Public Relations. The Office of Public Relations is not responsible to manage any web content outside of www.nymc.edu. All official website communication must be housed within the official College web presence domain, www.nymc.edu.

Web page design:

Compliance with ADA Guidelines for Internet Design by: Not setting body text in color. Italicized text should not be used and bolding body text should be avoided.

Avoid using disclaimers such as "Under Construction": Do not add a link to web pages that are incomplete.

Minimize scrolling and display time: Try to limit information to one or two pages. If information is lengthy, it should be divided into smaller, more manageable sections.

Using photographs and images: The use of photos and images is encouraged to enhance the visual appeal of the website. These images should be in jpg or gif format and approximately 11 KB. All photos and images used must have the express, written permission of not only the person or organization that owns the image, but also that of any person or persons included within the image. A signed copy of the photo release should be sent to the Office of Public Relations and a copy should be kept in your files. Please note that most photos taken through the Office of Public Relations already have release forms on file. Release forms are not

needed for photos taken of the College faculty or staff but it may be a courtesy to notify the person(s) that you intend to use a specific image.

Gratuitous web graphics that add little or no content value: The use of animated gifs, Java applets, and image backgrounds are not permitted.

When using copyrighted material and trademarks, all copyrighted material must have the express written permission of the person or organization that owns the copyright. The Office of the General Counsel must be consulted when publishing copyrighted material of a complex or questionable nature. All trademarks used must have the express written permission of the person or organization that owns the trademark. As a rule, avoid reproducing copyrighted material on the web and use your own materials.

- E. Social Media Platforms** – The Office of Public Relations is responsible for the College’s official social media presence on platforms such as, but not limited to, Twitter, Facebook, LinkedIn, Instagram, Flickr, YouTube, etc. These platforms provide another opportunity to reach out to various audiences, such as prospective students, current students and alumni, and have the potential to create a significant impact on the reputation of the College. Public relations staff members ensure that social media accounts that are associated with the College portray and promote the College in a way that is consistent with its mission and reputation. The development of a social media site that displays the College logo is strictly prohibited without the permission of the Office of Public Relations.
- F. Community Relations** – The Office of Public Relations seeks to increase awareness of the College through participation in community events. Individuals who become aware of any activity in which the College’s representation would be important are asked to bring it to the attention of the office.
- G. Photography** - The Office of Public Relations maintains an electronic image library of photography that is representative of the College’s campus, students, faculty, alumni, events, and overall brand. Departments requiring photography for marketing and communications purposes should contact the Office of Public Relations to access the image library. If a department requires new photography and they have the budget to hire a photographer, they can contact the Office of Public Relations for the name of an approved freelance photographer. Once the photo shoot is complete, the department should provide the Office of

Public Relations with the photos to add to the shared images directory.

The Office of Public Relations does not have an in-house photographer; however, our staff does take photos at events that we choose to cover in our publications. A department hosting an event may contact the Office of Public Relations two weeks prior to the event to request photography coverage. If the Office of Public Relations cannot fulfill a request or if a department requires photos for their own purposes, a camera can be signed-out on loan.

- H. **Digital Signage** - Digital Signage (flatscreen) monitors are located in all main College buildings. The monitors are an internal communication vehicle for promoting news, events and announcements. The content on these signs is under the purview of the Office of Public Relations. The hardware and software for the digital signage is under the purview of the Office of Information Technology.
- I. **Stationery** - To order letterhead, business cards, envelopes, and memo pads in accordance with the Policy on Stationery Standards, please visit <http://www.nymc.edu/departments/administrative-departments/operations/purchasing/ordering-stationery/>

PowerPoint templates - Faculty or staff members can contact the Office of Public Relations to obtain the College branded Power Point slides for their presentations.

- J. **LOGO** - The most visual representation of the College's brand is our logo. All communication vehicles must display the correct logo. The logo may not be altered in any way. The Office of Public Relations is responsible for the design and usage of the logo. Any department or individual that requires use of the logo can contact the Office of Public Relations to obtain the logo in the required format.

LOGO CONFIGURATION

At no time may the shape, configuration or proportions be altered. Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition.

CLEAR SPACE

Clear space is used to preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements. Clear space must be maintained on all sides of the logo. The minimum clear space required is relative to the size of the logo. It is equal to the X-

height of the type as indicated.

MINIMUM SIZE

When the logo is reduced, there is a point at which it becomes ineffective. Establishing a minimum size for the logo ensures it is always prominent and readable. The logo should never be reproduced smaller than 1.5 inches in width.

Logo States

The College's logo has three states. These states can be used interchangeably across all applications. When reproducing the logo, use only the artwork supplied with guides.

Acceptable College logo versions are available in the College's style manual located at www.nymc.edu/style. College logos are also acceptable as one color. Maroon, black and white (knockout) variations.

LOGO APPLICATION ON A COLOR BACKGROUND

Although the two color logo on a white background is the preferred usage, there will be instances when the logo must appear on a color background. To maintain the legibility of the logo and brand integrity, there must be sufficient contrast between the logo and the background it appears on. The background color must always provide sufficient contrast with the College's colors.

BACKGROUND CONTROL

The College logo may be printed on a color, pattern, or photographic background if there is adequate contrast with the logo.

PROHIBITED LOGO USAGE

1. Do not use old versions of the College logo
2. Do not alter the proportions of the logo components
3. Do not apply graphic effects
4. Do not combine with other graphic elements
5. Do not change color of logo
6. Do not rotate

COLOR HIERARCHY

Maroon is the primary logo color and is preferred for use on all printed materials or promotional items. Logo is also acceptable as one color. Maroon, black and white (knockout) variations are available for one color

print applications. Our color system also includes secondary colors — ochre, black and grey. RGB, HEX, CMYK and PMS color are available in the College's style manual located at www.nymc.edu/style

V. EFFECTIVE DATE

This policy is effective as of the date signed below.

VI. POLICY RESPONSIBILITY

In complying with certain of the above guidelines, members of the College community must provide at least seven (7) business days for the Office of Public Relations staff to review information intended for distribution or publication.

VII. POLICY MANAGEMENT

Responsible Executive: Chancellor and CEO

Responsible Officer: Vice President of Communication

Responsible Office: Office of Public Relations

APPROVED:



Edward C. Halperin, M.D., M.A.
Chancellor and Chief Executive Officer



Date