



Century College Policy

1A.1.0.2 Public and Media Relations Policy

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Media/Authorized Spokesperson Policy

The news media--including newspapers, television, radio, magazines, blogs, podcasts, newsletters, etc.--are the most reliable means of getting information to the public and business community. Consequently, Century College must maintain a consistent, credible relationship with the news media. The President or designee is the official spokesperson of the college. If, or when, contacted by the media, prior to speaking to the media about matters related to the college employees should contact the Marketing and Communications department for an official college position.

The intent is not to screen or discourage individuals from working with the media; instead, the purpose of working through the Marketing and Communications department is to ensure accurate and consistent information and presentation of the best overall media relations possible.

This policy does not apply to the Century Times student newspaper.

Marketing Materials Policy

The College's marketing materials (print and digital) reflect the standards of the institution. The impression of these materials is critical to the perception of the college brand.

It is the goal of the college to apply brand standards of quality and consistency of all marketing materials. To achieve this goal, all print and digital marketing materials and graphics must adhere to the established college brand identity guidelines. Print materials also require the inclusion of accessibility and nondiscrimination statements required by state and federal laws, regulations, and guidelines. The Marketing and Communications department will be responsible for implementing this policy. Marketing materials not meeting these standards will not be printed or distributed electronically. Brand identity guidelines and nondiscrimination statement can be found on the Marketing and Communications myCentury page.

College Web Site (century.edu)

The external-facing college website (century.edu) is the college's primary communication medium to the public. Updates to century.edu must be submitted and reviewed through the college website update process to ensure accuracy, and adherence to brand identity guidelines and ADA compliance.

Information on the website update process can be found on the Marketing and Communications myCentury page.

References:

Minnesota State Colleges and Universities Board Policy: None

Date Proposed:	6/11/1998
Date Approved:	6/11/1998
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Date Revised:	11/8/2022; 2/2/2023