



DINÉ COLLEGE

THE HIGHER EDUCATION INSTITUTION OF THE NAVAJO NATION

Office of Public & Community Relations
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Guidelines associated with College-wide Communications and News Media

Purpose: Diné College's Office of Public and Community Relations (PCR) is responsible for informing the College community and general public of events and activities that occur throughout the College's multi-campus system, and responds to inquiries from external sources. Guidelines associated with College-wide Communications and News Media will ensure the dissemination of quality information and will supplement current policy.

Current Policy Reference: "Communications and News Media Policy and Procedures" approved by the College President on 2/15/13 (attached).

PCR Guidelines

- 1. Press Releases/Press Conferences:** A press release is an invitation to the media for a possible press conference. Press releases are submitted to announce activities and schedules that pertain to major events, new employees, high profile athletes, and coaches.
Guideline: At a minimum, the PCR Officer must be notified seven (7) work days in advance in order to submit the Press Release to the media outlets and to ensure that schedules are coordinated for those participating in press conferences.
- 2. News Releases:** A News Release is a written statement to the general media conveying information pertaining to College-related events, activities, and initiatives. Written information is submitted to all media outlets in the region.
Guideline: The PCR Officer must be notified five (5) work days in advance to properly collect the facts and interviews of all individuals and/or departments involved in the news release and to generate a final draft of the story.
- 3. Radio Advertising:** The PCR Office operates a recording studio for the production of radio advertisements and radio programs. Recorded material is edited internally before it is submitted to radio stations for broadcast.
Guideline: All requests for radio advertisements must be made five (5) work days prior to the day the announcement is scheduled for broadcast. For events occurring on the weekend, the PCR Officer must receive information no later than start of business Monday.

4. **Warrior Bulletin:** This weekly bulletin incorporates announcements regarding campus-wide events, activities, and updates. Special interest stories and spotlights on faculty members, administrators, and students are included. The *Warrior Bulletin* is distributed to the College community each Tuesday via ‘Constant Contact’.

Guideline: Announcements, updates, graphics, and other information must be provided to the PCR Officer 48 hours before the Warrior Bulletin is published, preferably no later than start of business Monday.

5. **Social Media - DC Facebook:** Diné College’s Facebook account is managed by the PCR Officer and is used to promote significant events, activities, and individuals at the College.

Guidelines:

- *Requests for the posting of event-related information to the DC Facebook page must be sent for review to the PCR Officer 48 hours before an event is scheduled for announcement. For events occurring on the weekend, the PCR Officer must receive information no later than close of business Wednesday.*
- *If the posting request is not time-sensitive, nor related to an event, the requestor should allow 24 hours for the PCR Officer to field the request, review the material, and post the information.*

6. **DC Website:** The official Diné College website is operated and managed by the IT Department. On a regular basis, the PCR Officer submits requests to the IT Department to update news and event-related information. The PCR Officer may assist members of the College community in shaping web-based messages and updates.

Guideline: Requests to the PCR Officer for the coordination of web-related updates must allow 48 hours for review. The PCR Officer will then forward the information to the IT Department for posting. If information is submitted on a Friday, once approved, the information will be forwarded to the IT Department the following Tuesday. Note: the timeframe for posting information (after an IT-work ticket is generated) is determined by the IT Department.

7. **DC-All E-mail:** The DC-All E-mail list serve generates an e-mail message to all faculty, staff, and students at Diné College. The PCR officer reviews information submitted for dissemination.

Guideline: All requests must be submitted to the PCR Officer 48 hours prior to the dissemination of information. The information will be disseminated upon approval. If information is submitted on a Friday, once approved, the information will be broadcast via DC-All the following Tuesday.

8. **Electronic Sign(s) on Campuses/Centers:** Currently, the College operates an electronic sign at the entrance of the South Shiprock Campus. Other signs may be

planned and constructed at Diné campuses/centers to promote community outreach and student enrollment. The PCR Officer reviews all information that is posted on College-operated electronic signs.

***Guideline:** All requests for information to be displayed on electronic signage must be submitted to the PCR officer 48 hours before the day it is scheduled for display. If information is submitted on a Friday, the information will be approved for broadcast the following Tuesday.*

- 9. Response to FAQ's from News Media:** In most cases, media representatives may be directed to contact the Office of Public and Community Relations at (928) 724-6697 or cuyfrank@dinecollege.edu for more information.



**Diné College
Operating Policy and Procedure**

OP: **Communications and News Media Policy and Procedures**

DATE: February 15, 2013

PURPOSE: The purpose of this Operating Policy and Procedure (OP) is to develop, using mass communications, public understanding of Diné College programs, activities and events.

REVIEW: This OP will be reviewed every year by the Development Office with recommendations for revisions.

POLICY/PROCEDURE

The Office of Public and Community Relations provides assistance for all communications and news media needs of Diné College to support the teaching, research, and service mission of the College. The Office of Public and Community Relations serves as a liaison between Diné College community and the media, assisting representatives of print, broadcast and online media in locating sources of information on campus and providing information of public and media interest in a professionally prepared format.

1. Print and Web Publications Guidelines

All Diné College staff and faculty are required to use the Diné College logo, publication guidelines and graphics standards adopted by the College, for all external or internal publications, including letterhead, reports, magazines, newsletters, presentations and Web pages. Staff and faculty must follow the guidelines and use available templates, all of which work together to establish the College's comprehensive visual identity. Questions should be directed to the director of development or the director of marketing for graphics.

2. Paid Advertising

All advertising purchased by any unit within the College, excluding personnel classified advertising, must be approved by the director of development.

3. News Media

Staff and faculty must contact the Office of Public and Community Relations as a first step in planning all news conferences, special events or other functions where media coverage is desired. Staff and faculty may prepare first drafts of communications for the media, but must collaborate with the Office of Public and Community Relations on final copy before distribution. The Office of Public and Community Relations is responsible for disseminating all news releases, media advisories and other information about Diné College to media outlets and will otherwise make all media contacts for the College. Any questions regarding media contacts or coverage should be directed to the Sr. Public and Community Relations Officer or his/her designee.

4. Responding to Media Inquiries

The Office of Public and Community Relations serves as the official media spokesperson for the College. However, faculty and staff are allowed and encouraged to respond to media inquiries directly when acting in their areas of academic or professional expertise. Faculty and staff who respond to media inquiries are required to send, via e-mail, preferably, or phone call, a brief report on the media contact to the Office of Public and Community Relations. Should the faculty or staff member deem a media inquiry to be of a controversial or questionable nature, faculty and staff are to contact the Office of Public and Community Relations to discuss the media inquiry prior to responding. For all routine media inquiries, a brief e-mail report subsequent to responding is sufficient.