

MEDIA AND NEWS RELEASE POLICIES AND PROCEDURES

Media Calls

Calls coming into the College from representatives of the media should be directed to Sandy Lashin-Curewitz, Director of Media Relations and Public Affairs, at 508.373.9529.

The purposes of this procedure are to provide a central and consistent point of contact with whom the media can interact; arrange for an appropriate spokesperson, if needed; and enable the College to keep a record of these contacts and the results.

News Releases

The Director of Media Relations and Public Affairs should be informed of new programs and personnel; interesting student or faculty projects; student, faculty, and/or program honors and awards; partnerships and agreements; and anything else that might provide positive and informative publicity for Becker College.

Joint News Releases

In unique cases, a joint news release can be prepared and issued by an organization other than Becker College. However, such releases must include involvement of Becker College's Director of Media Relations and Public Affairs and the director's counterpart at another organization. The two parties will work together to craft a news release that meets the approval of both organizations before it is release.

News Releases Containing Statements from Becker College Administrators

The Becker College Director of Media Relations and Public Affairs will assist with the development of media statements as well as administrator's statements utilized within a news release.

Athletics Releases

While athletics maintains regular outreach and contact with the media through the dissemination of game stats and results, announcements of player/team awards and recognition, and more, the Director of Media Relations and Public Affairs will be the primary point of contact for pitches or placement of stories that focus on individual athletes, Becker College employees (e.g., coaches), athletics administrators, construction or enhancement of athletics facilities, fundraising events and activities, student-athlete community service initiatives, and any other topic that can generally speak to the College's reputation and visibility.

Advertising and Publicity

External advertising of College-sponsored events and activities—whether by direct mail; posting of flyers; radio, newspaper, or program advertisements; or through publicity outlets—must be coordinated with the Director of Marketing and Strategic Communications and/or the Director of Media Relations and Public Affairs.