

## ***12.0 Public Relations and Marketing***

**12.1 Access to District Records**

**12.2 News Media Relations**

**12.3 Advertising**

**12.4 Promotional Materials**

**12.5 Public Speakers**

**12.6 Distribution of Signs, Handbills and Advertising**

Lincoln Land	Subject:	<b>Access to District Records</b>
Community College	Policy Number:	<b>12.1</b>
	Officer Responsible:	Executive Director, Public Relations and Marketing
	Last Reviewed:	7/28/10
	Last Revised:	8/25/10
	Effective Date:	2/24/98
<b>BOARD POLICY</b>	Old Policy Number:	2.1.2.5

Policy Statement: Public records of the College shall be available for inspection or copying in accordance with the Illinois Freedom of Information Act\*. All requests for such inspection or copying shall be made in writing to the President.

Legal Citation:

5 ILCS 120/1, as amended by Public Act 96-542, effective Jan. 1, 2010.

Lincoln Land	Subject:	<b>News Media Relations</b>
Community College	Policy Number:	<b>12.2</b>
	Officer Responsible:	Executive Director, Public Relations and Marketing
	Last Reviewed:	4/22/09
	Last Revised:	4/22/09
	Effective Date:	2/24/98
BOARD POLICY	Old Policy Number:	2.2.1.2

Policy Statement: The Executive Director, Public Relations and Marketing or designee shall be responsible for disseminating public information about the College including:

- coordinating all contacts with and inquiries from the news media regarding College programs, services, activities, and special events;
- preparing and distributing all news releases and public service announcements to the news media; and
- arranging for all appearances on talk shows and news programs.

Lincoln Land	Subject:	<b>Advertising</b>
Community College	Policy Number:	<b>12.3</b>
	Officer Responsible:	Executive Director, Public Relations and Marketing
	Last Reviewed:	4/22/09
	Last Revised:	4/22/09
	Effective Date:	2/24/98
BOARD POLICY	Old Policy Number:	2.2.1.3

Policy Statement: All advertising and/or marketing of College activities and programs shall be coordinated through Public Relations and Marketing.

Lincoln Land	Subject:	<b>Promotional Materials</b>
Community College	Policy Number:	<b>12.4</b>
	Officer Responsible:	Executive Director, Public Relations and Marketing
	Last Reviewed:	4/22/09
	Last Revised:	4/22/09
	Effective Date:	2/24/98
BOARD POLICY	Old Policy Number:	2.2.1.4

Policy Statement: All materials to promote a College activity or event shall be designed and/or reviewed by Public Relations and Marketing for content, grammar, punctuation, style, and graphic presentation. This includes any and all advertising, brochures, flyers, programs, letterhead, certificates, tickets, posters, newsletters, publications, fact sheets, news releases, videos, and general College displays.

Lincoln Land	Subject:	<b>Public Speakers</b>
Community College	Policy Number:	<b>12.5</b>
	Officer Responsible:	Executive Director, Public Relations and Marketing
	Last Reviewed:	4/22/09
	Last Revised:	4/22/09
	Effective Date:	2/24/98
BOARD POLICY	Old Policy Number:	2.2.1.5

Policy Statement: Public Relations and Marketing shall be informed prior to College employees or students inviting speakers to make presentations to the public at College sponsored events.

Lincoln Land Community College	Subject:	<b>Distribution of Signs, Handbills, and Advertising</b>
	Policy Number:	<b>12.6</b>
	Officer Responsible:	Executive Director, Public Relations and Marketing
	Last Reviewed:	4/22/09
	Last Revised:	
	Effective Date:	2/24/98
BOARD POLICY	Old Policy Number:	2.2.1.7

Policy Statement: Distribution of signs, handbills and other advertising by outside vendors or persons shall receive prior approval, and shall be conducted in accordance with procedures established by the College.