



**Ringling College
of Art + Design**

STAFF HANDBOOK

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Communications

Media Policy

The Special Assistant to the President for Media Relations is charged with coordinating all public information provided by the College to the media and others seeking information and comment.

Publicity/Media Relations

To present consistent and accurate information about Ringling College of Art and Design, all external publicity about Ringling College, its programs and events should be coordinated through the Special Assistant to the President for Media Relations. This includes articles about Ringling College or its programs written by faculty members who use their own byline.

Publications and Promotional materials

To ensure consistency, accuracy and effectiveness, the development of all materials using the College's name, including brochures, catalogs, ads, signage, banners, announcements, invitations, etc. must be coordinated in consultation with the Special Assistant to the President for Media Relations prior to printing or final production.