

The purpose of Marketing and Communications is to present a positive image of Pellissippi State both internally and externally; to supply Web and marketing services to all other departments and offices of the College in order to accomplish their goals; to build unity and facilitate communications within the College; to communicate messages to the public that advance the College's mission, strategic plan, and institutional effectiveness; to maintain productive relationships with the media; to support the College through the design and printing of high-quality publications; and to develop advertisements and news releases for the College.

I. All media contacts on behalf of Pellissippi State, whether initiated by faculty, staff, students or outside parties, must be coordinated through Marketing and Communications. This includes all media requests for interviews, as well as the writing and distribution of news releases and the design and placement of advertising.

II. All external publications of the College must follow the standards outlined in Publications Policy 08:05:03, College-Related Web and Social Media Development and Use Policy 08:13:04, College Logo, Trademark and Copyright Policy 08:05:04 and the Marketing and Communications Brand Book.

III. The appropriateness and timeliness of materials or information to be disseminated to external audiences will be determined by Marketing and Communications.

IV. All advertisements for Pellissippi State must be placed by Marketing and Communications. Advertisements placed on behalf of a particular office, department or area will be funded by the requesting office, department or area.

V. All advertisements for the College, including those requested by student organizations, must be designed by Marketing and Communications.

VI. Faculty and staff who create content or write for media outlets should be mindful that they are expressing their own views and not necessarily those of the College.

VII. All official videos and photographs of Pellissippi State events, students, faculty, and staff are produced and maintained by Marketing and Communications. All videography and photography is stored on the College's servers, website and social media accounts, including YouTube. Marketing and Communications reserves the rights of usage on official photographs and videos. Requests to use photographs and videos may be made to Marketing and Communications.

Approved: Executive Council, March 4, 1991

Editorial Changes, August 1, 1994

Approved: President Allen G. Edwards, October 10, 2001

Approved: President's Staff, October 23, 2006

Approved: President Allen G. Edwards, October 23, 2006

Reviewed/Recommended: President's Council, April 27, 2015

Approved: President L. Anthony Wise, Jr., April 27, 2015