

8.1 Public Information

Last Revised: April 2025

Policy: Piedmont Community College (PCC) and its Board of Trustees are committed to operating in an environment of openness and transparency by providing students, employees, and the general public with complete and accurate information concerning official actions of the Board and College programs, services, and activities.

Purpose/Definitions:

Purpose

The purpose of this policy is to explain the College's commitment to honest, open, and professional communications about the College.

Definitions

Classroom materials—handouts, flyers, brochures, newsletters, reports, or other materials created specifically for instructional use and disseminated to students. Classroom or teaching materials are not covered in Policy 8.1 Public Information.

External publications—materials distributed or displayed off campus, including, but not limited to, recruiting materials, class schedules, catalogs, handbooks, planners, promotional and informational brochures, banners, billboards, newsletters, exhibits, and special reports.

Image—a photograph, film, videotape, recording, live transmission, digital or computer-generated visual depiction, or any other reproduction that is made by electronic, mechanical, or other means.

Internal publications—materials distributed or displayed on campus, e.g., newsletters, brochures, flyers, programs, invitations, and on-campus promotions. Internal communications are intended for college faculty and staff and, in some cases, for students.

News media—newspapers, radio, television, magazines, professional newsletters, websites, blogs, and other electronic news sources.

Signage—includes directional signs, informational signs, maps, legally-required notification signs, College vehicle signs, and building, room, and window signs to assist campus visitors.

Approval Authority/Monitoring Authority: Piedmont Community College's Board of Trustees has approval authority for this policy. The President, the Vice President, Student Development, and the Director, Marketing and Communications/PIO have monitoring authority for this policy.

Procedure:

Section 1: General Provisions

- 1.1. The President and the College's Marketing and Communications department will provide information to the public regarding policies, administrative operation, objectives, plans, educational programs, and achievements.
- 1.2. The Director, Marketing and Communications/PIO will oversee all external communications for the College, including marketing, advertising, media relations, and publications (Policy 2.15 Publications).
- 1.3. All media inquiries, requests, news releases, and story ideas should be directed to the Director, Marketing and Communications/PIO.
 - 1.3.1. The Marketing and Communications department is located in Building D on the Person County Campus and can be reached through the PCC switchboard at (336) 599-1181.

Section 2: Advertising Guidelines

- 2.1. PCC advertises its programs, activities, and services through news media and other appropriate venues within its service area of Person and Caswell counties and in other locations as appropriate.
 - 2.1.1. The design and placement of all advertising is determined by the size and characteristics of the target audience and by the budget available for each advertising campaign.
 - 2.1.2. No news releases or advertisements will be released to media outside of the College's service area in North Carolina unless permission has been received from the community colleges in the areas involved.

Section 3: Branding Guidelines

- 3.1. The College maintains an effective brand identity through the consistent and professional visual presentation of the College, thus protecting the College's image.
 - 3.1.1. At the heart of the branding process is the proper use of the College logo.

- 3.1.2. The College carefully manages contexts which display the logo, the professional and graphic quality of the logo, and the application of consistent regulation for the use of the logo to build the brand that distinguishes PCC in the marketplace.
- 3.2. The Marketing and Communications department is responsible for managing the brand and for maintaining the integrity of any use of the PCC logo.
 - 3.2.1. Requests for use of the logo on any promotional products must be approved by the Marketing and Communications department prior to production.
 - 3.2.2. People using the PCC logo on internal publications must follow the specific guidelines in the PCC Style Guide for PCC logo use.
 - 3.2.3. PCC logo assets are available on the College's intranet.

Section 4: College Website

- 4.1. The College's website (www.piedmontcc.edu) is a primary means of disseminating information to students, faculty, staff, and the public.
 - 4.1.1. This site is the only official website for the College.
 - 4.1.1.1. Other websites representing the College or its programs or services are prohibited.
- 4.2. The Marketing and Communications department is responsible for the design, development, and monitoring, of the College's website, as well as for the training of PCC employees in using the website's Content Management System to update website information.
 - 4.2.1. All areas of the College are responsible for updating their sections of the website following the guidelines established by the Marketing and Communications department (see Policy 8.2 College Website).

Section 5: Community Relations

- 5.1. Guided by the principles of integrity and transparent communication, the President leads the College's community relations efforts.
 - 5.1.1. However, all College personnel are responsible for promoting positive community relations that will encourage understanding and support for the College and its mission among the citizens of the service area.

5.2. The College is committed to promoting cooperative relationships with others who play an important role in the education process, including local governmental agencies, community organizations, and other educational institutions, including local public school systems.

5.2.1. The College will establish cooperative working relationships with other public and private agencies within the framework provided by state laws and regulations.

Section 6: Media Relations

6.1. The Marketing and Communications department is the initial point of contact for all media requests.

6.1.1. Any media requests received by college personnel should be directed to the Director, Marketing and Communications/PIO.

6.1.2. Official spokespersons for the College are the President and the Director, Marketing and Communications/PIO. Either spokesperson may authorize employees to speak as college representatives.

6.1.2.1. Employees should not initiate media contacts without authorization and should report all media requests to the Director, Marketing and Communications/PIO as soon as they are received.

6.2. The Marketing and Communications department prepares and distributes College news releases as appropriate.

6.2.1. All news releases go to local media (The Courier-Times and The Caswell Messenger newspapers, Radio Roxboro and WRNC cable television), and the College Website. Some releases go to other media as appropriate.

6.3. The Marketing and Communications department accepts news releases and requests for news releases from the President, vice presidents, deans, and directors.

6.3.1. News releases will be written following the College styles as specified in the PCC Style Guide which is available on the College's intranet.

6.3.2. News releases must be submitted to the Marketing and Communications department for editing, approval, and release no later than Wednesday of the week prior to the requested release date for local media.

- 6.3.2.1. A minimum two-week deadline will apply for releases sent to non-local media or releases requiring interviews, fact gathering, and writing by the Marketing and Communications department. For clarification, consult the department when making these requests and to determine deadlines.

Section 7: Model Release Forms

- 7.1. The Marketing and Communications department requires any person whose personal image is used by the College to complete and sign a Model Release Form before the image is used for any purpose.
 - 7.1.1. Model Release Forms are available on the College's intranet, as Exhibit 8.1A Model Release Form, and Exhibit 8.1B Formulario Modelo PCC.
 - 7.1.2. Students will receive a Model Release Form as part of the registration process.
 - 7.1.2.1. Completed release forms will be maintained in students' record.
 - 7.1.2.2. The Marketing and Communications department must receive a copy of the model release form when permission to photograph is not given.
 - 7.1.3. Employees will receive Model Release Forms for completion when they are photographed for their identification badges.
 - 7.1.3.1. Completed forms will be transferred and maintained in the employee's personnel file.
 - 7.1.3.2. The Marketing and Communications department must receive a copy of the model release form when permission to photograph is not given.
 - 7.1.4. Students or employees who do not wish to have their images used by the College should state their desire to be excluded at the time images are being made, whether in photographs, videos, films or any other method.
 - 7.1.4.1. Images made during the College's public events, such as graduation or a college-wide activity, are not subject to this procedure.

Section 8: Photography

- 8.1. The Marketing and Communications department uses photographs to present and promote the College when possible.

- 8.2. The Marketing and Communications department provides limited photography services for major college events, particularly when the photographs have the potential for marketing or archival projects.
- 8.3. The Marketing and Communications department encourages other College personnel to familiarize themselves with basic photography principles and to photograph events and achievements in their own areas as needed.
 - 8.3.1. The Marketing and Communications department will provide advice on photographing events upon request or during staff development sessions.

Section 9: Publications

- 9.1. Procedures for major internal and external publication development, review, and printing are the responsibility of the Marketing and Communications department.
- 9.2. The Marketing and Communications department must approve in advance any request for the use, copying, or reprinting of any PCC publication or part of a publication by a non-College organization (see Policy 2.15 Publications).
- 9.3. External publications must be approved by the Marketing and Communications department and must comply with all legal and institutional requirements before they can be printed or produced.
 - 9.3.1. Most internal publications (those distributed on campus) and any publications generated for instructional use do not require the approval of the Marketing and Communications department unless they will be distributed to the general public at on-campus functions, e.g., honor society induction ceremonies, student performances, graduations.
 - 9.3.1.1. These items will be considered external publications and will require prior approval by the Marketing and Communications department.
 - 9.3.2. Templates created by the Marketing and Communications department are available on the College's intranet.
 - 9.3.2.1. These templates include full College branding and are available for letterhead, envelopes, business cards, email signatures, screensavers, online meeting backgrounds, agendas, flyers, and slide decks.
- 9.4. Marketing and Communications department will provide advice and review for any publications upon request via the online marketing request form found on the employees' page of the College's website.

9.4.1. Requests must be made in advance to allow adequate time for review.

Section 10: Required Statements

10.1. PCC must publish any statements required by our accrediting agency in the College Catalog and on its website.

10.2. PCC will include a statement of nondiscrimination on its website and other publications as appropriate.

10.2.1. No person shall be excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination regarding any activity and no individual will be denied employment at PCC on the grounds of race, color, religion, sex, national origin, or any other legally protected status.

10.2.2. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President, Administrative Services/CFO, P.O. Box 1197, Roxboro, NC 27573-1197, (336) 599-1181. For further information on notice of non-discrimination, the OCR office for North Carolina is located at: Washington DC (Metro), Office for Civil Rights, U.S. Department of Education, 400 Maryland Avenue, SW, Washington, D.C. 20202-1475; Telephone Number: (202) 453-6020; e-mail: OCR.DC@ed.gov.

Section 11: Signage

11.1. The Vice President, Administrative Services/CFO and Director, Marketing and Communications/PIO are responsible for permanent campus signage, both external and internal.

11.2. Signage must meet legal requirements and must follow College style guidelines in order to reflect the appropriate public image for the College.

11.2.1. No permanent signs will be placed without the approval of the Director, Marketing and Communications/PIO and the Vice President, Administrative Services/CFO. Placement of signage is dependent upon needs, legal requirements, and available financial resources.

Section 12: Social Media

12.1. The Marketing and Communications department will continue to adapt to changing social media trends as they develop. Refer to Policy 8.3 Social Media for more information.

Legal Citation: N/A

History: Effective October 1991; Revised January 1992, October 2001, January 2012; November 2021, March 2023, April 2024

Cross-references PCC Policies 2.15 Publications, 8.2 College Website, and 8.3 Social Media.

Exhibit 8.1A: Model Release Form

Updated 02/2025



PCC Model Release Form

Piedmont Community College needs permission from you to use your name or personal image in all forms and media for editorial, promotional, advertising, trade, or any other lawful purposes. Check the appropriate boxes below:

- | | |
|---|---|
| <input type="checkbox"/> I am a Full Time employee at PCC | <input type="checkbox"/> I give PCC permission |
| <input type="checkbox"/> I am a Part Time employee at PCC | <input type="checkbox"/> I do not give PCC permission |
| <input type="checkbox"/> I am a PCC Student | |

Name (please print): _____

Address: _____

City, State & Zip: _____

Signature: _____ Date: _____

If the above individual is under the age of 18:

I, _____, am the parent or legal guardian of the
(please print)
individual named above and have read this release. I checked the appropriate boxes listed above.

Signature: _____ Date: _____

PO Box 1197 • Roxboro NC 27573-1197 • ph: 336.599.1181 • fx: 336.597.3817
P.O Box 1150 • Yanceyville NC 27379-1150 • ph: 336.694.5707 • fx: 336.694.7086
www.piedmontcc.edu

Exhibit 8.1B: PCC Formulario de Autorización

Updated 02/2025



PCC Formulario de autorización

Piedmont Community College necesita su permiso para utilizar su nombre o imagen personal en todas las formas y medios con fines editoriales, promocionales, publicitarios, comerciales o cualquier otro fin legal. Marque las casillas correspondientes a continuación:

- | | |
|--|---|
| <input type="checkbox"/> Soy empleado a tiempo completo en PCC | <input type="checkbox"/> Doy permiso a PCC |
| <input type="checkbox"/> Soy empleado a tiempo parcial en PCC | <input type="checkbox"/> No doy permiso a PCC |
| <input type="checkbox"/> Soy un estudiante en PCC | |

Nombre (por favor escriba su nombre): _____

Dirección: _____

Ciudad, Estado y Código Postal: _____

Firma: _____ Fecha: _____

Si la persona anterior es menor de 18 años:

Yo, _____, soy el padre o tutor legal del estudiante
(por favor escribe tu nombre)

mencionado arriba y he leído este comunicado. Marque las casillas correspondientes enumeradas arriba.

Firma: _____ Fecha: _____

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