

Media Policy

The Director of Public Relations and Marketing is the official spokesperson for Lake Erie College. In the event that faculty, staff or students are contacted by the media, calls should be referred to the Office of Public Relations and Marketing (OPRM). Faculty and Staff are encouraged to serve as 'experts' on behalf of the College in their specific areas, but are required to inform the OPRM that contact with the media has occurred. This is a necessary step to ensure that the OPRM is aware of the contact and all communication efforts can be tracked appropriately.

In emergency/crisis situations, the OPRM should also be contacted and briefed on the situation as soon as possible. In the event that staff from the OPRM is not available, the matter should be referred to the Vice President of Institutional Advancement and/or the President for consideration.

All press releases and magazine submissions pertaining to the College should be approved by the OPRM and submitted to the media from the Office of Public Relations and Marketing.

The sole exception to this policy lies in the area of athletics, where press releases and media contacts regarding the athletic programs are handled by the Athletic Director, or an individual designated by that office.

Contact Information:

Cristine Boyd, Director of Public Relations and Marketing

Work # 440-375-7253 Cell # 330-687-9269

Kathleen Lawry, Public Relations and Marketing Specialist

Work # 440-375-7230 Cell # 216-312-0066

Scott Evans, V.P. Institutional Development

Work # 440-375-7255

Michael Victor, President

Work # 440-375-7200

Marketing/Printing Policy

In order to ensure uniformity and identity of items being distributed by and for Lake Erie College, all materials designated for external audiences must be generated or approved through the Office of Public Relations and Marketing.

When an item is needed (brochures, mailers, etc.), individuals should meet with the Office of Public Relations and Marketing and submit their ideas and final copy (pre-approved by individual departmental head and/or supervisor) a minimum of six (6) weeks prior to the necessary mailing/distribution date. This lead time will allow for design considerations, proofing and printing of each piece.

All items designed by and for Lake Erie College external audiences must contain the College logo and/or seal, College address, phone number and website. Green used must meet current PMS 560.