

CP 1.19.1 Publication Guidelines

Related Board of Trustee Policy: BP 1.19

Responsible Official	Director of External Relations
Approvals	08/23/90
Revision	10/26/07

Procedure

I. Publication Defined:

G.S.143-169.2

Public document means any annual, biennial, regular or special report or publication on which at least 200 copies are printed, but not including communications within an agency or agency correspondence.

By this definition, spelled out in the law, no special exclusions are made. Thus, newsletters, brochures, course catalogues, marketing materials, annual reports, and any other regular or special publications are considered publications for purposes of these guidelines if they meet the criteria above.

MTCC Policy:

Also included in the definition of publications and subject to the regulation of these guidelines are press releases (public service announcements, news articles, etc.), brochures, handbooks, and training manuals which may not fall under the statutory definitions due to number or copies printed, but which will be distributed as a publication of McDowell Technical Community College, or of one or more of its departments, subsidiaries, or programs, regardless of number of copies printed.

II. Style Manual(s)

G.S. 143-170.2 (A)

The approved style manual for all publications to be released to the media is the *Associated Press Stylebook*. This manual may also be used for publications being produced in a journalistic style. A copy of this manual is on file in the Director of External Relations Office.

The Chicago Manual of Style will be used as a guideline for all other publications. A copy is on file in the MTCC Library.

III. Review and Approval Process for MTCC Publications

G.S. 143-170.2 (b)

Publications will be requested using the *Publication Services Request and Certification Form*. It is the responsibility of the person who requests a publication which must be printed outside the institution to have the project approved by his or her supervisor and by the Vice President of Finance and Administration prior to submitting the form to the Director of External Relations. All other publications must be approved by his/her supervisor and the Director of External Relations.

The Director of External Relations will draw rough layouts and/or write draft copy according to the information on the form or will approve the final layouts and/or copy submitted by the publication's initiator.

NOTE: Final layout and copy must be approved by both the Director of External Relations and the publication's initiator on the request form before the publication may be printed or released.

A copy of the completed request and certification form will be filed with the Director of External Relations and with the project's initiator.

IV. Distribution Requirements

MTCC will follow Clearinghouse mandates for distribution, as set forth in the *North Carolina State Publications Clearinghouse Handbook for State Agencies*. This handbook is on file with the Director of External Relations, who is MTCC's Publications Officer.

The Director of External Relations will give the prescribed number of copies of the *Catalog and Student Handbook* to the State Publications Clearinghouse upon publication, and will notify the State Publications Clearinghouse of any new publications which might be subject to Clearinghouse rules and regulations.

V. Notifying the State Library of Title Changes

G.S. 143-170.2 (a)
G.S. 125-11.6 through 11.9

MTCC's Director of External Relations is responsible for complying with Publications Clearinghouse mandates, as set forth in the North Carolina State Publications Clearinghouse Handbook for State Agencies. This handbook is on file with the Director of External Relations, who is MTCC's Publications Officer.

Currently, the only MTCC publication required by law to be submitted to the North Carolina State Publications Clearinghouse of the Division of State Library, North Carolina Department of Cultural Resources is the *MTCC Catalog and Student Handbook*.

The Director of External Relations will notify the State Publications Clearinghouse of any new publications which might be subject to Clearinghouse rules and regulations or title changes to sequential publications already covered under Clearinghouse regulations.

VI. Publication Pricing

G.S. 143-170.1
All documents as defined by this policy other than those principally for sale, carry a "printed at a cost of \$ ____ per copy" statement. This figure should include costs in the form of labor and materials, and other identifiable design, typesetting, printing, and binding costs.

VII. Publication Procedures

G.S. 143-170.2 (A)
In-house printing may be accomplished through photocopying and through the services of the MTCC Print Shop. When the Director of External Relations receives or initiates a *Publications Services Request and Certifications Form*, he or she will first decide if the job can be printed using photocopy machines. If not, he or she will decide if the MTCC

Print Shop has the capability to produce the publication in-house, based on the type of publication and consultation with the Publications Specialist.

If it has been determined that if it is not feasible for the MTCC Print Shop to print a publication in-house, the Public Information Officer will send project specifications to at least three printers, asking for bids on the projects when the cost is expected to exceed the bidding threshold. When the bids are received, the Director of External Relations will make note of the date, vendor name, and the vendor's bid for the project on the appropriate portion of the *Publication Services Request Form*. The Director of External Relations will then request the printing services of the vendor with the lowest bid, provided the vendor can meet deadlines and quality standards set by the Director of External Relations.

VIII. Special Requirements for MTCC Publications

Equal Opportunity /Affirmative Action

All publications to be used for recruitment of students or personnel must contain the statement: "McDowell Technical Community College is an EO/AA Institution" or "McDowell Technical Community College Is An Equal Opportunity/Affirmative Action Institution." The college name may be omitted if it is evident in the publication.

G.S. 143-169.1

Mailing Lists

Mailing lists will be updated annually. In the case of county-wide mailings such as the campus newspaper or semester schedule, updating the mailing lists is accomplished by contacting all the post offices and asking for the number of post office boxes and carrier route customers. This function may be performed by a vendor acting on MTCC's behalf.

McDowell Technical Community College

PUBLICATION SERVICES
REQUEST AND CERTIFICATION FORM

Submit to _____, Director of External Relations.

Date Submitted: _____ Date Needed: _____

Request Submitted by _____

Approved by Supervisor _____ Approved by VP of Finance _____

☐ News Release (1 week if you provide photos and article, otherwise 2 weeks prior to desired publication date)

☐ Radio News Release (2 days prior to first desired air date)

☐ News Brief (minimum of 2 days prior to desired date of publication)

☐ Brochure (2 weeks if you provide document camera-ready, otherwise 2 to 5 weeks depending on work required)

☐ Flyer/Poster (1 week)

☐ Photos (up to 2 weeks to arrange for scheduling)

☐ Advertisement (minimum of 1 week prior to desired publications date)

☐ Other _____

Description:

Rough Layout/Draft Copy Approved by

(DER) _____

(Requester) _____

Final Layout/Copy Approved by

(DER) _____

(Requester) _____

Office Use

Date	Vendor	\$	Needs	Completed
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____