

## ***University Publications Policy***

## **4.4**

The University of Mount (UMO) provides a variety of publications to give information, promote programs, and serve as forums. Some publications have a specific purpose and are directed to a special constituency, and others are general in purpose and directed at wider audiences. The following guidelines pertain to all University publications:

1. It is the general policy of the University of Mount Olive University to be open, responsive, fair, balanced and accurate in all of its communiqués.
2. All publications bearing the UMO name and/or logo reflect on the reputation and image of the University. Therefore, high standards of writing, design and printing are necessary. Prior to printing and distribution, any and all publications issued by the University and bearing the name and/or logo of the University will have the written approval of the department chair, director, dean, or vice president in whose area of responsibility the publication rests and the approval of the Director of Public Relations as the representative of the President. This includes approval of content.
3. The University of Mount Olive has a Graphic Standards Guide. All printed materials, advertisements, signs, posters and other materials issued by the University will comply with the Graphic Standards Guide. The Guide provides standards for use of the University logo, seal, the Trojan logo, UMO logotype, official colors, typefaces, and correspondence materials.
4. The Director of Public Relations is the designated and official spokesperson for the University of Mount Olive. Only the Director of Public Relations is authorized to speak to the media for the University and to issue news releases. Requests from the media should be directed to the Office of Public Relations. On occasion, other members of the University community will be authorized and designated to speak to the media. For example, the Director of Sports Information is designated to coordinate with the media on matters concerning the University's athletics teams and programs. Generally, it is the policy of the University to have the person most knowledgeable, qualified and expert to talk about specific programs or issues. This person will be identified and authorized in advance by the Director of Public Relations and approved by the President.
5. Whenever it is appropriate or necessary to mention the accreditation status of the University of Mount Olive, the following statement will be included and will not be altered in any way: "The University of Mount Olive is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the associate, baccalaureate, and master's degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of the University of Mount Olive." When it is appropriate to mention the Mission Statement and/or the Expanded Statement of Institutional Purpose of the University of Mount Olive, the official phrasing will be used to ensure clearness and continuity: the University of Mount Olive is a Christian faith-based, values-centered private institution rooted in the liberal arts tradition. We serve our students, our founding church, and our communities.

*University Catalog* – presents the University’s purpose, philosophy, and policies as well as necessary information concerning admissions, financial aid, academic affairs, student life, and general information about the University of Mount Olive.

*TODAY Alumni Magazine* – is printed twice annually. It publishes general news about the University, its programs, events, and people associated with the University. The Office of Public Relations produces the magazine.

Other publications are produced for and by the University on an as-needed basis to satisfy special informational requirements and to promote programs. Compliance with the University’s publications policy in both letter and spirit is requested to ensure a professional presentation and a consistency in the message and design. For further guidance concerning publications, contact the Office of Public Relations.