

## ***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, while others are general and directed at broader 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 the reputation and image of the University. Therefore, high standards of writing, design and printing are necessary. Before printing and distribution, any 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 Guide. The Guide provides standards for using the University logo, seal, Trojan logo, MOC 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 university's policy to have the most knowledgeable, qualified, and expert people 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 Mount Olive University, the official phrasing will be used to ensure clearness and continuity: The University of Mount Olive is a faith-based educational institution committed to creating nurturing, student-centric experiences that promote sustainable opportunities for intellectual, spiritual, and personal growth.