



Media Relations Policy

The Office of Communications is responsible for communicating the Spelman College vision and mission and enhancing the image of the college in the media -- locally, regionally, nationally and internationally.

In support of this charge, the Integrated Communications team coordinates media requests, identifies appropriate media outlets to promote college initiatives in, drafts/reviews news releases and ensures accurate representation of the College in the media.

Contact with the Media

As noted in the Employee Handbook, the Executive Director of the Office of Communications, Tomika DePriest, serves as the official spokesperson for the College.

To coordinate efforts and maintain the integrity of the College's brand, all media inquiries, calls and requests should be forwarded to the Office of Communications. Faculty, staff and students must contact one of the Integrated Communications representatives listed below before contacting or responding to media requests.

- Terrilyn Simmons – (404) 270-5822, tsimmons8@spelman.edu
- Audrey Arthur – (404) 270-5892, aarthur3@spelman.edu
- Tomika DePriest – (404) 270-5060, tdepriest@spelman.edu

Members of the media are not allowed on campus without approval from the Office of Communications.

Partnering with External Groups

When an external group is sponsoring an event to be held on campus with a Spelman College department, division or student group, and the outside group is handling publicity, the external group should be put in direct contact with an Integrated Communications representative. This process ensures coordinated, cohesive messaging and promotion.

News Releases

The Office of Communications develops news releases to promote initiatives that extend beyond the campus community. Examples of news and events that might warrant a news release are (but are not limited to):

- Innovative teaching techniques and programs
- A significant award or recognition
- Ground-breaking research
- Lectures, performances, exhibits open to the public
- Outreach that impacts the lives of communities outside of Spelman College

Information for News Releases

Our goal is to distribute messages that are accurate and timely. The following information is requested when it is determined by the Office of Communications that a news release is appropriate:

- Who or what should be the feature of the news release?
- What is the primary message to be conveyed?
- What key points can be made about the person or event?
- If this is an event:
 - When and where will it happen?
 - Who is the sponsoring group(s)?
 - Is this event open to the public?
 - Is there an admission fee or reservation required? If so, what is the amount and contact information?
- Helpful facts, statistics, background information about the person or event.
- Images or photos that could accompany the release. If images or photos are copyrighted, has permission for use been granted?

Distribution of News Releases

News releases are distributed by the Office of Communications to the appropriate media outlets depending on the nature of the story. News releases are also posted on Spelman.edu and shared through appropriate Spelman communications.

Importance of Submitting Information on Initiatives in Advance

To allow adequate time for distribution to media outlets, placement on the website, and placement in various Spelman communications, information should be forwarded, when possible, one month in advance. Please note that many media outlets ask that releases publicizing events be sent at least three weeks in advance.

Please contact Terrilyn Simmons, Audrey Arthur or Tomika DePriest if you have any questions regarding this policy.