

DSCC Public Information Policy

I. Purpose

The purpose of this policy is to establish guidelines for all news and information pertaining to Dyersburg State Community College (DSCC) released to the general public.

II. Scope

This policy applies to all DSCC faculty, staff, and students, as well as print and broadcast media and advertising agencies.

III. Policy

All news and information released through print and broadcast media, and all advertising, except for advertising for college employment, should be prepared for release by the Office of Marketing and Public Relations which is located in the Office of External Affairs. Determination of the appropriateness or suitability for public distribution of press releases, public service announcements, brochures, etc., will be the responsibility of the Public Information Office.

For publicity of events, faculty members and administrative staff are asked to submit publicity requests in writing well in advance. Requests for publicity of public participation events such as performances, lectures and competitions should be made at least three weeks in advance to insure proper coverage. Requests for special services such as photography or graphic preparation should be submitted directly to the Public Information Office.

Photographic services supporting the public information function are available through the Office of Marketing and Public Relations, which will also bear the expense of such services. Photographic services in support of all other college functions, including photos for academic classes or campus organizations, as well as photos for personal use, are not the responsibility of the Office of Marketing and Public Relations.

All media outlets have been requested to consider information regarding DSCC faculty, staff, programs, or activities as official only if it is provided by the President or the Office of Marketing and Public Relations. All other information is considered unofficial.

IV. Compliance

All DSCC faculty, staff and students, as well as print and broadcast media and advertising agencies, are expected to adhere to this policy.

V. Definitions

Print and Broadcast Media: Those types of media outlets that include, but are not limited to, printed and online magazines, newspapers, websites, radio, television, and email/e-blast transmissions.

VI. Revision History

Policy written 04/07/11 by Internal Auditor. Policy approved by Administrative Council on 04/29/2011. Revision written 041124 by Vice President of External Affairs, Policy approved by Administrative Council on 04/25/2024. Policy reviewed, with no changes, and approved by Administrative Council on November 20, 2025.