



College of the Mainland®

www.com.edu/marketing

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College of the Mainland is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees and certificates. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of College of the Mainland. The Commission is to be contacted only if there is evidence that appears to support the institution's significant non-compliance with a requirement or standard.

Introduction

A college's brand identity is the most important element of its visual image. Because of its potential for credibility and influence, and the impression it has on the public, a brand identity can be considered the foundation of all marketing and communications efforts.

The brand identity demonstrates COM's commitment to quality, its staff, its public and its goals. It must make a memorable impression, one that clearly communicates the College's basic mission and philosophy and reflects its significance. A single, consistent message, therefore, is key.

These guidelines were developed over many months with the involvement of every segment of the College. The result of this collaboration is a Brand Identity System that represents the rich heritage of College of the Mainland, and expresses it with distinction. Such a visible and unique "signature" conveys to the world that COM is a college with a mission and purpose, committed to excellence and diversity, and focused on the higher educational needs of its students.

These guidelines will help every individual member of the COM family, as well as vendors, to apply this new Brand Identify System consistently and accurately.

The Publications Coordinator is charged with responsibility to oversee and coordinate the application of the Brand Identity System, thereby assuring the Board that these standards are applied correctly and appropriately in publications, advertisements and products used throughout the College and its learning centers.

Purpose of this Standards Manual

The primary purpose of this Communications Guide is to provide guidelines and specifications for the use and presentation of the COM logo and positioning statement. It also provides helpful marketing information. The manual includes examples of how and how not to use the College's logo and brand identity system in a variety of materials and situations. It is important that these standards are applied when the new identity is incorporated into all communications to create familiarity and maintain consistency and continuity. When the College signature is treated consistently, it becomes the visual cornerstone that supports the COM message and identity across the entire organization and throughout its service area, in all College programs, services and activities.

For More Information

The COM Marketing and Communications Office monitors and maintains the correct use of the COM Brand Identity System. If you have any questions about this manual, use of the logo and other visual identification elements, contact the Marketing and Communications Office at 409-933-8243 or email marketing@com.edu.

These branding guidelines are available on the College website at www.com.edu/marketing.

College of the Mainland Communications Guide

© August 2011 by College of the Mainland Marketing and Communications Office, 1200 Amburn Road, Texas City, Texas 77591, 409-933-8434

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Institutional References

College Name

The official name is College of the Mainland. The acceptable acronym is COM. Use the complete name on any first reference. Subsequent references in written form may use COM (with no periods). Do not use any other variation such as “C.O.M.” or “COTM.”

Nondiscrimination Statement

College of the Mainland complies with federal laws and regulations regarding equal opportunity in admissions and employment. The equal opportunity clause shall appear on all major publications. The official Nondiscrimination Statement must be used without variation. For brochures and advertisements, the designation EOI is acceptable (Equal Opportunity Institution).

Title IX Nondiscrimination Statement is as follows:

College of the Mainland does not discriminate in its education programs and activities on the basis of sex. Inquiries concerning the application of Title IX of the Education Amendments of 1972, as amended, may be referred to the College’s Title IX Coordinator or the U.S. Department of Education’s Office of Civil Rights. The College District designates the following person to coordinate its efforts to comply with Title IX of the Education Amendments: Lonica Bush, Director of Diversity and Equity, lbush@com.edu, 1200 Amburn Rd., Texas City, TX 77591, 409-933-8413.

The Nondiscrimination Statement is as follows:

College of the Mainland is an affirmative action, equal opportunity institution and does not discriminate on the basis of race, color, sex, age, national origin, religion, handicap or veteran status.

The COM Internet Address

The correct website address for the College is www.com.edu. Use the complete website address in all written and visual communications and publications. Omitting the [www.](http://www.com.edu) prefix from the website address is not recommended because it is not always equivalent. It is acceptable to omit the [http://](http://www.com.edu) prefix from the fully qualified Internet website address <http://www.com.edu> as the overwhelming majority of Web browsers automatically add that prefix.

The College owns the domain “[com.edu](http://www.com.edu).” The College website is at www.com.edu, while other College Web assets are classified as subdomains denoted by different prefixes, such as webct.com.edu and iweb.com.edu. Questions about the [com.edu](http://www.com.edu) domain can be directed to 409-933-8105, or email ccarpenter@com.edu.

Marketing, communications, publications, media relations and Web guidelines are available online at www.com.edu/marketing.

Elements of the Brand Identity System

The COM brand is based on the brand essence, character and attributes that distinguish the College from among competing institutions of higher education. In expressing the brand, endeavor to use verbal or pictorial “decriptors” of the COM essence.

Positioning Statement

From these attributes and descriptors the College derives its Positioning Statement:

College of the Mainland is a comprehensive community college that models excellence, embraces diversity, engages the future, cares for its community, inspires learning, leads with innovation and offers a pathway to success through education for all its students.

COM Brand Descriptors

College of the Mainland is:

Affordable
Quality
Service-Oriented
Friendly
A Workforce Leader
Innovative
Practical
Success-Centered
Others-Centered
Market-Driven
Responsive
Opportunity
Accessible
Professional
Exciting
Diverse
Community
Students
Growth
Futuristic
Partnerships
Learning
Second Chances
Choices
Up-Scaling
All Ages
Openness
Inclusion
Re-Careering

The COM Logotype

Meaning and Representation

College of the Mainland's logo reflects the College's commitment to providing outstanding, relevant higher education. This commitment is represented by a double flame, depicting the enlightenment of the human mind and spirit through education. The emblem, a torch, is deep red, signifying tradition, heritage and the eternal value the College places upon education. The stylized name of the College is deep blue, signifying strength and honor.

The COM logo is its visual signature. It is formed by two elements—the icon bearing the emblem and double flame, and the stylized name. These two elements must always be used in combination as the College signature. The icon cannot be used separately from the COM name.

Double flame: depicting the enlightenment of the human mind and spirit through education

A torch: tradition, heritage and the eternal value the College places upon education



College of
the Mainland

Stylized name: strength and honor

Trademark

The College logo, the College icon (torch and double flame) and stylized name are trademark expressions of College of the Mainland. Trademarks are regulated by federal and state law. Accordingly, no unauthorized use of these elements is permissible. With written permission, usage of these elements is conditional on proper application of the elements according to the specifications defined in this Communications Guide. Vendors using any of these elements on products for commercial sale may be charged royalties.

To request written permission to use these elements and to obtain current policies and regulations regarding royalties, contact the Marketing and Communications Office.

Standards of Usage

The COM logo specifications for publications, signage, commercial use and print advertising will follow these guidelines. The common standards are adherence to typography, style, color and size relationships determined for all applications.

In all situations where style has not been previously determined, the Marketing and Communications Office must be contacted for policy regarding usage.



Color Usage

If used in a full-color representation, the logo must always be shown in its official colors.

If only single color printing is available, the logotype must be used in black and gray or in one of the logo's official colors:



Unless used in a single color, the logo must be used in its official, full-color version. No element of the logo may be used in a color other than its official color: i.e., the flame can never appear in red, the torch in gold, etc.

The flame tips must always be visible.

Color Standards

The COM logo specifications for publications, signage, commercial use and print advertising will follow these guidelines.

The double flame is PMS 143 (COM yellow).

The torch emblem is PMS 200 (COM red).



The name is PMS 287 (COM blue).

Hex Values

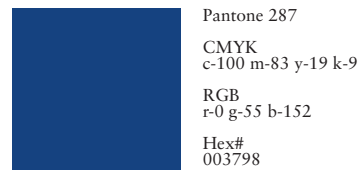
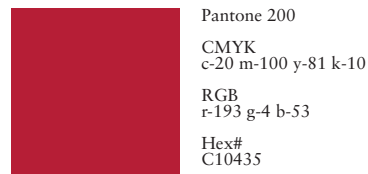
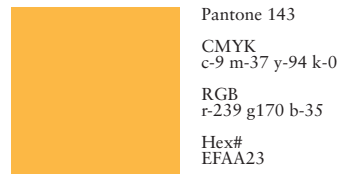
COM Yellow: EFAA23
COM Red: C10435
COM Blue : 003798

CMYK

COM Yellow: c-9 m-37 y-94 k-0
COM Red: c-20 m-100 y-81 k-10
COM Blue: c-100 m-83 y-19 k-9

RGB

COM Yellow: r-239 g-170 b-35
COM Red: r-193 g-4 b-53
COM Blue: r-0 g-55 b-152





Accent Color Standards

The following colors can be used as accent colors for the standard COM logo colors.

Hex Values


COM Cream: EEDEBB
COM Red: 7A2426
COM Blue: 00204E

CMYK


COM Cream: c-6 m-11 y-28 k-0
COM Red: c-32 m-92 y-82 k-39
COM Blue: c-100 m-89 y-36 k-43

RGB


COM Cream: r-238 g-222 b-187
COM Red: r-122 g-36 b-38
COM Blue: r-0 g-32 b-78



Pantone 7506
CMYK
c-6 m-11 y-28 k-0
RGB
r-238 g-222 b-187
Hex#
EEDEBB



Pantone 1815
CMYK
c-32 m-92 y-82 k-39
RGB
r-122 g-36 b-38
Hex#
7A2426



Pantone 655
CMYK
c-100 m-89 y-36 k-43
RGB
r-0 g-32 b-78
Hex#
00204E

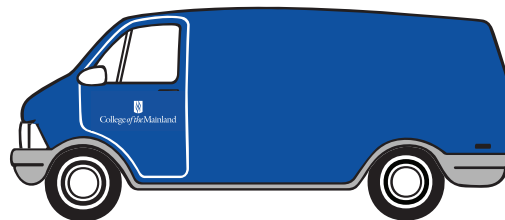
Reverses

On occasion, the logo may be used in a solid background color. If the logo is reversed into one color, reverses must be in white, black, COM red, COM yellow or COM blue. No other one-color versions are permissible.

These versions allow the flame to carry the color of the background. Reverses include “pre-printed” backgrounds, such as vehicles, pens, coffee mugs, etc.

The one-color logo selected for usage on a background color must allow the logo to be clearly visible and be complementary to the background. Unique situations must be pre-approved by the Publications Coordinator before application.

The flame tips must always be visible.



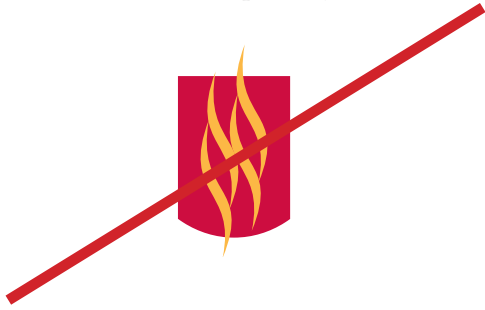
Promotional Items and Apparel

The College logo is the trademark signature of COM and intended for the exclusive use of the College. No reproduction of this visual signature may be used by any vendor, individual, company, organization or entity for any purpose without written permission of the COM Publications Coordinator.

The logo icon may be produced on items such as mugs, caps and T-shirts keeping with the quality standards set forth in this manual. The preferred background for these items is white. When used against another background color, the logo color must appear in a single, complementary color. The logo must be easily seen in contrast to the background color. Since the logo can appear as a single color only in white, black, COM red, COM yellow or COM blue, colors that are not visually appealing with these colors are prohibited. Florescent colors, for instance, are not permitted with COM logo.

Improper Use

1. The icon cannot be used separately from the COM name:



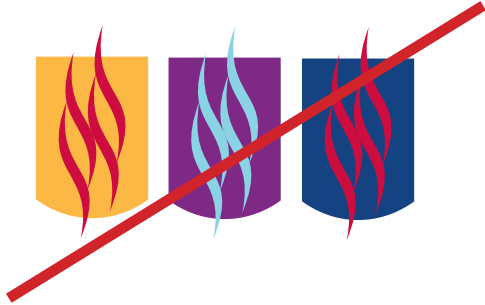
2. The logo should never “overprint” on a photograph or text. The logo should never be placed on a background that would visually compete or reduce its impact:



IncinTinim volup... Ut lum iurem in
suscin eu feu fac... corporo d... ndr
erosto do enibh... gueros nit loreros
nulpur acincipit del enibh et, se consed
tationum... de iure... quis nit... it illan
henibh... in... elit... equatum vel... uissit
lan her... are ver susculiquis etuer ation.



3. No element of the logo may be used in a color other than its official colors:



4. No resizing of the icon in proportion to type is allowed:



5. Typographic standards are never to be altered. Do not modify (expand or condense) the type in any way:

College of
the Mainland

College of
the Mainland

College of the Mainland

College of the Mainland

College of
the Mainland

College of
the Mainland

College of
the Mainland

College of
the Mainland

Advertising, Publications and Signage

Usage of the COM logo in advertising and publications follows the same guidelines for color, style, sizing, dominance and maintenance. Logo size will be determined by the logo's position on the page.

The preferred logo position in publications is centered at top or bottom and no closer than one-half inch from the edge or trim. Other choices would be anchored in a corner of the page with little to no crowding.

In all cases, the logo and typographic standards are not to be altered.

Questions regarding usage should be directed to the Publications Coordinator.



College of the Mainland
offers something for everyone.

- One of the lowest tuitions in the state
- Program variety from nursing to business to criminal justice
- Short commute to Texas City or League City
- No application fee
- Dual credit programs for high school students
- Online and hybrid classes through distance education

Apply now for fall classes.

On-campus registration
Monday – Tuesday, 8 a.m. – 7 p.m. and
Wednesday – Friday, 8 a.m. – 5 p.m.

Register now through August 21 to get the classes you need at the times you want.

 College of the Mainland®
Education for Everyone

For more information, visit www.com.edu or call the Student Help Center 409-938-1211 ext. 80

Billboard

College of the Mainland® www.COM.edu

Education for Everyone

College of the Mainland®

COM News

Contents

- Amcor sequatem dio dolor si bla alism.
- Vendrem ver senim eu feu feu.
- Magna con utem ipsustie esequis.
- Delenim dolobore vullaorerat iustrud.
- Vendrem ver senim eu feu feu.

Omodiam zrlit landi

Giamconum iniscilit diam, voloreet, summy nim iriusscillan ese conummo dolorper ad tat nosto od tat ad esequis ciliquam velesto od magnis aci tatisis dolorer in et iurercil delese magna feu feumsandre vulla faccum zzrit nullam ad magnibh eraesequi blandit in henibh endre conseni ametum vent am eum zzriure vel estrud te con et velesto enisseq uipsusc iduisit wisisis el utpatet ea feugait vullupt ationse tet etum iure consequat. Mod er iure dolorpero odipis nonsecte consed ea aliqui tat laortio dolorer aestrud delis am, vel doloreros non ver sim acilla feugait wissent er amet lortis nibh exer irit, velit praestrud tin eliquipit ipiscilit ad te molor iilit

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In henis dit lore

Giamconum iniscilit diam, voloreet, summy nim iriusscillan ese conummo dolorper ad tat nosto od tat ad esequis ciliquam velesto od magnis aci tatisis dolorer in et iurercil delese magna feu feumsandre vulla faccum zzrit nullam ad magnibh eraesequi blandit in henibh endre conseni ametum vent am eum zzriure vel estrud te con et velesto enisseq uipsusc iduisit wisisis el utpatet ea feugait vullupt ationse tet etum iure consequat. Mod er iure dolorpero odipis nonsecte consed ea aliqui tat laortio dolorer aestrud delis am, vel doloreros non ver sim acilla feugait wissent er amet lortis nibh exer irit, velit praestrud tin eliquipit ipiscilit ad te molor iilit iurem dolobor sequat. Sequissi el dolor iure magna faccum incinibh etum iusciliquat lutem aut wisl er ipisl el er iriure et dolore faccum odipisus cillaore el ut vercidunt duis doloborpero odip euisit, quis eum et laore faccum vullam eugiatue consequat nosto conse facilisit vel endrem iuscipsusci exerat. Ut velesectem volore mod exer acilit lute mincil ulputpat, qui blaor si. Rud eugue dolesse quisit nim zzrit prat wis am dolore et ad tet vendrer ostionsecte veliquam

Printed Newsletter Masthead



Minimum Size

A minimum usage size has been determined so that the COM logotype is always legible.

The logotype should never be reproduced smaller than 3/16" high (from top of the "C" to bottom of the lowercase "g"). If reproduced any smaller, details are lost.

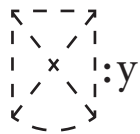
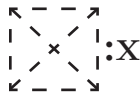


Requirements for Space Around Logo

In order for the College signature to aptly represent COM, it must be displayed in a prominent, uninterrupted manner. This means that the icon must never be cluttered by other elements such as text, photographs, illustrations or even background textures. Space, therefore, must always exist around the signature. The minimum amount of such space can be defined as “x” and “y” as shown here, in proportion to the size of the logo and type used.

The measurement represented by “x” is equal to the height of the logotype from the top of the “C” to the lowest extension of the “g.”

The measurement represented by “y” is equal to the width of the torch icon.



The “x” is equal to the height of the logotype from the top of the “C” to the lowest extension of the “g.”



When the icon appears above the name in the logo, the space above the icon should be 1/2 the height of “x.”



The “y” is equal to the width of the torch icon.

When the icon appears above the name in the logo, the space above the icon should be half the height of “x.”



The “y” is equal to the width of the torch icon.

The “y” is equal to the width of the torch icon.

Typography

The College of the Mainland logotype is made up of two separate type faces. Sabon is used for “College” and “Mainland,” and Galliard is used for “of” and “the.”



Sabon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!&?.\$%

Galliard

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!&?.\$%

News Gothic Std.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!&?.\$%

Typography in Secondary Names or Titles

Learning Centers, College offices, departments, programs or department names may be used with the logo on letterhead, business cards and envelopes, as long as the usage follows the design and style shown in this Communications Guide.

Type used for these names must be News Gothic Std. (Roman or Condensed), in all capitals.

If the full-color logo is used, the secondary name must appear in COM Blue.

If the logo is used in one color, the secondary name or title must appear in the color of the logo in use. These are the only typeface and color options permitted.

Secondary Type Guidelines

When a secondary line (a department name or the themeline) appears beneath the logo, two specifications determine proper display: font size of the secondary line and space between the logotype and secondary line. These are illustrated on the following page.

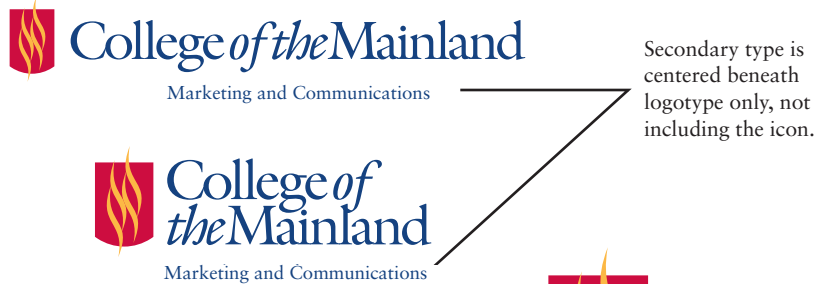
The font size of the secondary line is one-third the size of the logotype. For example, if the logotype (“College of the Mainland”) is 30 points, the secondary type beneath it will be 10 points. If the logotype is set at 24 points, the secondary type beneath it will be 8 points, and so on.

The secondary line is positioned at a distance from the logotype that is equal to the height of the capitalized “C” in “College of the Mainland.” The baseline of the secondary line is the same distance from the logotype as the baseline of the capitalized “C.”

The secondary line must always be center-aligned underneath the logotype. In cases where the icon is flushed left of the logotype, the secondary line remains centered beneath the logotype, not including the icon.

Typography in Publications

The typefaces listed here are recommended for COM publications, signs and advertisements. Do not modify (expand or condense) the type in any way. When type is set, letters should be spaced tightly but not touching. Never set kerning (the distance between letters) to more than five points.



Stationery

Letterheads and envelopes may be ordered through OfficeMax. Business cards may be ordered online at www.com.edu/marketing.

Letterhead

All letterhead must follow these exact design specifications. Contractors must only use printing companies that can meet these specifications. No letterhead may be computer-generated. All official correspondence, if published on paper in letter format and intended for an external audience, must be written on official letterhead. Customized letterhead must be requested through the Marketing and Communications Office.

The designated paper stock used should be a 24# Writing Classic Crest Solar White. Members of the President's Cabinet will use Classic Natural White.



Business Cards

All business cards must follow these exact design specifications. Contractors must only use printing companies that can meet these specifications. No business cards may be computer-generated.

The designated paper stock for all stationery used should be a 100# Cover Classic Crest Solar White. Members of the President's Cabinet will use Classic Natural White.

Business cards will contain College-related information only, including only official titles. Information is restricted by space allocations of the approved design.

Envelopes

All envelopes must follow these exact design specifications. Contractors must only use printing companies that can meet these specifications. No envelopes may be computer-generated.

The designated paper stock used should be a 24# Matching Classic Crest Solar White square flap envelope. Members of the President's Cabinet will use Classic Natural White.

Marketing Guidelines

COM Core Marketing Values

The core values of COM marketing operations are a “code” of practice that sets the tone, direction and responsibility of College marketing operations. These values establish the standard of excellence to be achieved in all COM marketing activities and assign responsibility for initiating and evaluating all marketing practices, including advertising, publications, media relations and public relations.

These core values are:

- COM will maintain a consistent image of quality and accuracy in its publications.
- COM will maintain a consistent image of quality and accuracy in its advertisements.
- COM will communicate clearly and accurately with the news media.
- Marketing is a shared responsibility between each COM office/department and the Marketing and Communications Office. The Marketing and Communications Office will work to coordinate and support marketing activities initiated by College departments and programs and will lead multi department and College-wide marketing activities, where appropriate.

The Publications Coordinator is charged by the President with responsibility for maintaining these core values. All external communications of the College—i.e., media relations, advertising or publications—must be authorized or approved by the Publications Coordinator for compliance to these core values.

Program/Department Marketing Responsibilities

Program/department marketing responsibilities include:

- Creating meritorious ideas, programs and strategies for program implementation.
- Defining the program’s marketing goals and potential audiences.
- Writing the program’s marketing plan.
- Recognizing and rewarding outstanding marketing activities within the program.
- Planning and attending program recruitment activities such as college nights, career fairs, exhibits and workshops.
- Assisting in the development of publications, ads and collateral materials for the program.

Publications Guidelines

Authorization for a Publications System is derived from the College's strategic goals.

From COM Strategic Direction #4, Annual Goal 4.4:

Refine and expand current marketing initiatives that address the needs and concerns of the community and fully implement and maintain a consistent brand and image for the College.

From the 2004-2005 College-Wide Marketing Initiatives:

Initiative 1:

Clearly Establish the COM Brand.

- A. Define the College of the Mainland brand.
- B. Maintain a consistent “look and feel” to COM communications that reinforce the brand.
- C. Ensure consistency in the use of the COM logo, brand image and information about the College.
- D. Use the website as the cornerstone to communicate COM's brand image and information about the College.

From the COM Marketing Committee Core Value No. 1:

- College of the Mainland will maintain a consistent image of quality and accuracy in its publications and Web presence.

Definitions and Roles

• Publications

Because publications influence the perception of COM, all publications are components of the College's marketing efforts and are considered important marketing tools.

Publications include all collateral and advertisements intended to promote, advertise or inform constituencies or the general public about COM.

Publications include brochures, fliers, posters, postcards, envelopes, recruitment letters, advertisements, websites, booklets, exhibits, etc.

• Publications Requests

The Marketing and Communications Department consists of individuals working together to direct, manage and coordinate publications through the COM Publications System.

These individuals include the Publications Coordinator, Communications Coordinator, Multimedia Designer and the Full Stack Developer/Web Designer. They meet weekly to move projects through the system efficiently.

• The Client

Publications will enter the COM Publications System with the authorization of a department administrator.

Requests will be made submitting the COM Publications Request form online.

• The Publications Coordinator

The Publications Coordinator will:

- Review all publications for branding conformity.
- Negotiate and develop new publications with the client.
- Prioritize publications by cost, need and direction.
- Assign projects to writers, designers, photographers, and printers, as necessary.
- Give final “sign off” on completed publications.
- Produce and/or manage the graphic design of projects in the Publications System.
- Assign projects to off-campus designers or photographers and manage projects as necessary.
- Coordinate bids for major publications.
- Liaison with clients and off-campus “creatives” to foster accuracy and secure approval.

• The Full Stack Developer/ Web Designer

The Full Stack Developer/Web Designer will:

- Incorporate the new publication into COM’s Web presence, as appropriate.
- Provide input to the publications process to incorporate the needs of the website.
- Maintain all Web requests submitted online and process in a timely manner.

The Authorization Process

The Publications Coordinator will provide review and authorization of each project. The client of origination is the responsible agent.

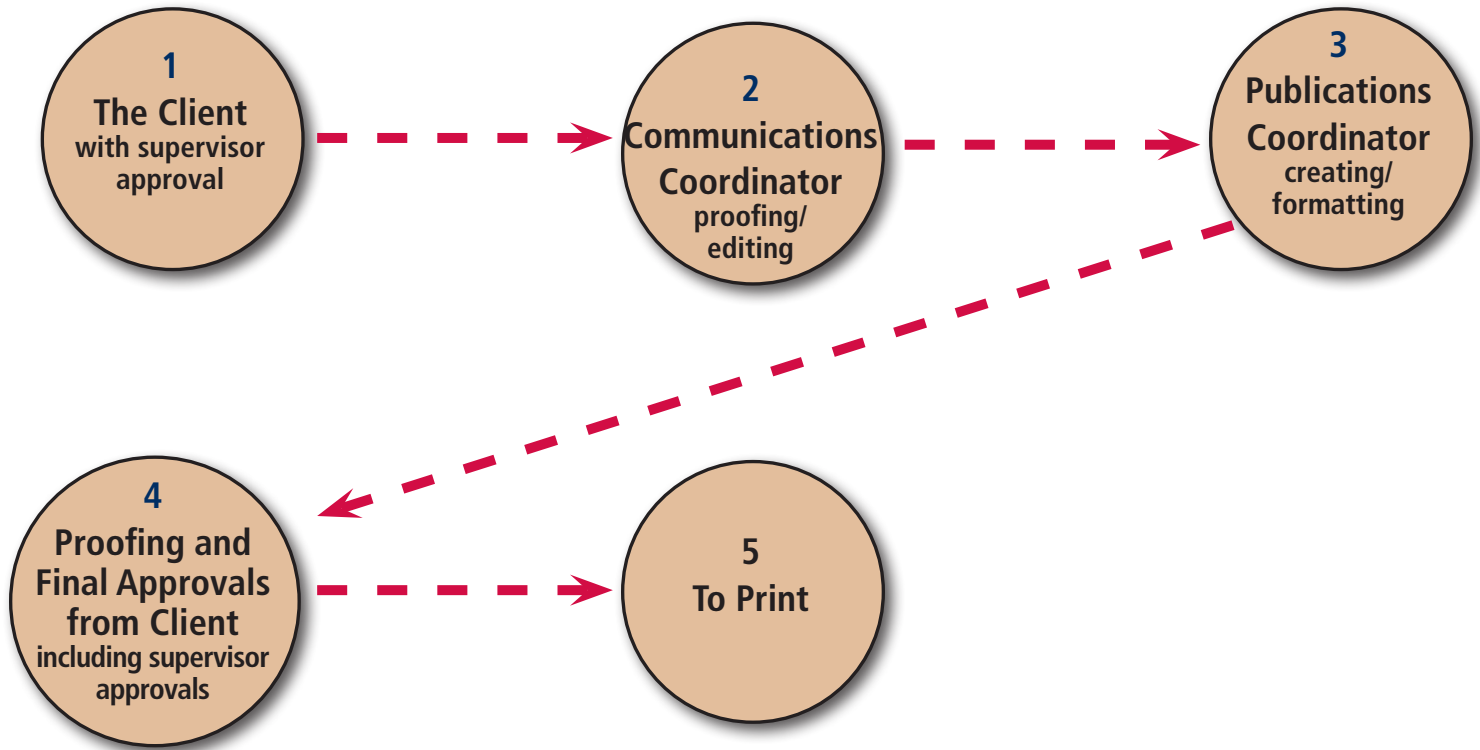
- 1st Proof:
Review and authorize content when publication is composed in its formatted form.
- 2nd Proof:
Final review. If accurate, authorize for printing.
- Final Approval:
The Marketing Office will review and release publications for printing or release.

Templates

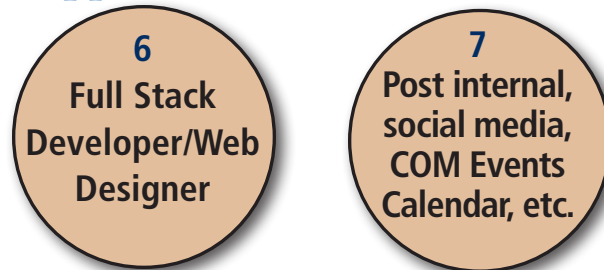
The Publications System provides online templates for use by College personnel. Initially, templates will be available for forms, report covers, “fact sheets” and PowerPoint presentations.

Templates in pdf versions using approved designs with the branding system are available for reports, forms, campus information sheets, etc., requiring no more than 100 copies. Projects requiring more than 200 copies must enter the Publications System for review and printing.

COM Publications System



Additional opportunities for information exposure



Media Guidelines

Media Relations Guidelines

The Communications Coordinator is responsible for the content and distribution of all information to news and media outlets.

The Communications Coordinator publicizes programs, events, professional accomplishments and College-related news items through a variety of media—including the College website, local newspapers, internal and external e-blasts, social media and, where appropriate, publications outside the College’s service area.

The Marketing and Communications Office is the central clearinghouse for all information released to the public off campus, including prospective students, colleagues, news media or the general public. A single office handling all outgoing requests and incoming queries will assure branding consistency in the messages and images conveyed to the public.

The Communications Coordinator will determine the College’s news priorities and will develop and distribute articles to the news media.

The Marketing and Communications Office does not attempt to control or regulate calls from news media to College employees. However, the College requires that all calls, contacts and written news articles to the news media be initiated through the Marketing and Communications Office, which sets priorities and is responsible for the tone and content of College news releases.

Publicity

Every program and service at COM provides an opportunity to positively promote the institution. Various forms of promotion are available, including news releases, media interviews, public service announcements and publications.

All media have the option to use or not use the information provided by the College. Editors and reporters judge the newsworthiness of a news item.

News Releases

News releases concerning College programs, events and personnel appointments are prepared by the Marketing and Communications Office weekly and are distributed electronically to area newspapers, chambers of commerce and specialized publications. News releases are also posted on the COM website for access by the media and public.

To publicize an event, complete the electronic Media Request Form on the Marketing Office Web page, available through www.com.edu/marketing. Attach electronic files that provide more detailed event information, such as biographies. Also attach digital photographs for a greater chance of media publication.

Information must reach the Communications Coordinator at least two weeks before an event. The deadline is noon Friday of the week prior to the event. For optimal coverage, however, provide information six to eight weeks prior. Timely submissions will allow for distribution to regional or statewide media, including visitors guides, statewide magazines and national publications, such as *The Community College Times*.

Interviews

TV, radio and newspaper reporters frequently ask for quick interviews about breaking news events. Normally, the media will call the Communications Coordinator to arrange the interview. Sometimes reporters will call College employees directly. When such a case occurs, please inform the Communications Coordinator about the call, respond in a timely fashion, or decline the reporter’s request if not comfortable answering the questions. (See *Media Tips*.)

Photo Opportunities

Photography editors are looking for photos that are interesting, informative and entertaining. If an event warrants coverage, please contact the Communications Coordinator and submit a Photo Request Form online. The Communications Coordinator will determine the news value of all photographs to be released to the news media.

Media Calls

The Vice President for Institutional Advancement is the official spokesperson for the College. However, others may be called to answer additional questions or comment on a situation on campus. In that respect, everyone is a potential spokesperson. A College employee may have the best information about a news event, and, therefore, provide the best response to the media. When the Marketing and Communications Office receives media inquiries, the Communications Coordinator will direct their calls to the appropriate sources.

Always call the Communications Coordinator if any media contacts you at any time. Routine events carry the potential for creating a negative image for the College if not handled correctly or in a timely manner.

Crisis Communications

A crisis is not limited to major catastrophes such as a death or environmental hazard. A crisis is a situation that requires immediate and coordinated action. It is also a situation that has a significant impact on the operation of the College or affects its image within the community.

At the direction of the COM President, a crisis department of key personnel will handle the emergency, establish clear lines of communication and appoint a spokesperson who will handle all media contacts and public statements.

School Closing Information

The College will provide official information regarding closures through:

- The www.com.edu home page (Check for banner across top of page.)
- The COM Emergency Response Line: 409-933-8500
- The COM PBX Switchboard (operator)
- HyperAlert System - All students and employees are encouraged to participate in the HyperAlert system. This system will send voice and text message alerts in the event of a school closure or other campus emergencies. Details on participation are available at www.com.edu/campus-police/hyperalert.php.

The College will also update the following with information regarding school closure:

- www.school-alerts.com
- various television and radio outlets.

Please keep in mind that information from media sources and non-college-based Web pages should be confirmed by a College source.

Addendum

Media Tips

If a reporter from a newspaper, radio or TV station calls and asks for a comment on a breaking story, here are some things to remember:

1. You are never “off the record.” Whatever you say is important information to a reporter and he or she can and will use it.
2. You don’t have to talk to them, but don’t say, “No comment,” as this can be interpreted to mean you know something but won’t tell them. Instead, say something like, “I don’t have enough information to talk about that issue” or words to that effect. You can refer them to the Marketing and Communications Office staff and then let us know who called and what information they wanted.
3. You don’t have to talk to them at that moment. You may say, “I can’t address that issue right now, but I will call you back.” Be sure to take down the name, newspaper and phone number of the caller. Think about what you want to say. It’s helpful to write down a few key words or phrases to remind you of your points. Then call the reporter back. Respect that reporters always are on deadline. If you respond too late, the reporter will have found another source or another story.
4. When you talk to a reporter, just answer the question directly. Don’t go on and on, even if the reporter pauses. This can be a technique to get you to say more than what is necessary. It is not a good idea to respond to hypothetical questions such as “What will you do if...” Don’t simply agree with a reporter’s statement, unless it is entirely true. Don’t let reporters put words in your mouth. Give your own answer clearly.
5. Show the reporter how your story/program fits into the bigger picture such as the COM mission or national trends in higher education.

6. Don’t be surprised if the story doesn’t come out as you intended. Reporters are supposed to produce a balanced story and will look for someone who will say the opposite of what you say. This is not intended to make you look foolish or inaccurate. It is intended to be fair reporting.

Editing Guidelines

For questions of style, consult the Associated Press Stylebook or the first reference of Webster’s Collegiate Dictionary.

Be alert to these elements of style:

- Consistent use of person - I, you, he, she, they
- Consistent punctuation style (especially with commas, semicolons, apostrophes and asterisks)
- Consistent use of titles and degrees, especially abbreviations and capitalization
- Consistent capitalization of “College” when it is referencing COM
- Use of present or active tense, if possible (Avoid passive tense.)
- Short-to-moderate sentence length (avoid run-on sentences) on an eight-grade reading level
- Subject/verb agreement
- Pronoun/antecedent agreement
- Consistent font size and style
- Proper use of possessive case
- Use of “and” instead of “&”
- Use bold for headlines and titles. Use italics for emphasis. Use underlines for hyperlinks.
- Consistency with hyperlinks and Web addresses (Do not underline.)

- Consistent capitalization of seasons: Fall, Spring, Summer, Winter in reference to semesters
- Consistent style for numbers: 1-9 are spelled out; 10 and above are numerals
- Titles: use “Vice President of”
- Consistent use of “percent” not “%” (“percent” is preferred)
- Use of associate degree, bachelor’s degree
- Use of half, not one-half
- Grades are set off by quotation marks: “W.”
- Begin each line of a list with a capital: “1. The...”
- Do not use periods for common and/or single-letter abbreviations (i.e., USA, US, COM).
- Capitalize Census Date.
- Lowercase and abbreviate: “ext.” when used with a phone number.

Statement of Accreditation

The following is the correct way to list the College’s accreditations:

College of the Mainland is approved and accredited by:

College of the Mainland is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees and certificates. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of College of the Mainland. The Commission is to be contacted only if there is evidence that appears to support the institution’s significant non-compliance with a requirement or standard.

American Association of Health-System Pharmacists
Association of Texas Colleges and Universities
Texas Board of Nursing
Commission on Accreditation for Allied Health Education Programs
Commission on Accreditation for Health Informatics and Information Management Education
Commission on Accreditation of Programs for EMS Professionals
National Association for the Education of Young Children (NAEYC)
National League for Nursing Accrediting Commission (NLNAC)
Southern Association of Colleges and Schools
Texas Department of State Health Services
Texas Higher Education Coordinating Board
Texas Education Agency
Texas Commission on Fire Protection
Texas Commission on Law Enforcement Officer Standards and Education
Texas Department of Licensing and Regulations (TDLR)
Texas Real Estate Commission

College of the Mainland is a member of:

American Association of Colleges and Universities
(AACU)
American Association of Collegiate Registrars and
Admissions Officers (AACRAO)
American Association of Community Colleges (AACCC)
Association of Records Managers and Administrators (ARMA)
Hispanic Association of Colleges and Universities
(HACU)
Instructional Technology Council (ITC)
National Association of Student Financial Aid
Administrators (NASFAA)
National Association of Veteran's Program
Administrators (NAVPA)
Southern Association of College and University
Business Officers (SACUBO)
Southern Association of Community, Junior, and
Technical Colleges (SACJTC)
Texas Association of Music Schools (TAMS)
Texas Association of Collegiate Registrars and Admissions
Officers (TACRAO)
Texas Association of Community College Business
Officers (TACCBO)
Texas Association of College Technical Educators
(TACTE)
Texas Association of Collegiate Veteran Program
Officials (TACVPO)
Texas Association of Community Colleges (TACC)
Texas Association of Continuing Education (TACE)
Texas Association of Student Financial Aid
Administrators (TASFAA)
Texas Community College Association (TCCA)
Texas Community College Teachers Association (TCCTA)