



Casper CollegeTM

THE CASPER COLLEGE STYLE GUIDE

ABOUT THIS STYLE MANUAL

This guide is intended for use by anyone writing for or about Casper College. It covers basic standards that will be observed on the website, news releases, advertisements, and other publications produced by the Casper College Public Relations Department. Casper College employees are encouraged to use this manual for reference when producing business-related materials for audiences of the college. It in no way is meant to be a replacement for styles taught within the academic or instructional environment.

Writing style is a component of the Casper College brand, and as such, the standards in this manual ensure consistency across all college publications, including format and voice. Casper College uses the Associated Press Stylebook as a primary reference, which is consistent with most corporations, journalistic sources, and professions in the United States.

This manual contains information that is specific to Casper College and the college environment. It includes information for the proper use of names, spellings, punctuation, capitalization, usage, etc. For many terms, there is more than one “correct” version, but adhering to the manual will create consistency. Any information not addressed here should be referenced through the AP Stylebook, which can be accessed at the Goodstein Foundation Library or by contacting public relations.

BASIC STYLE DICTIONARY

A

A

ACADEMIC DEGREES

- associate degree, not associate's
- bachelor's degree
- master's degree
- doctorate degree, Ph.D.
- doctorate of education, Ed.D.
- doctorate in musical arts, DMA

No apostrophe in Bachelor of Arts or Master of Science.

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Jones, who has a doctorate in psychology.

Use abbreviations such as B.S., M.A., LL.D., and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name, never after just a last name.

When used after a name, set it off by commas. John Snow, Ph.D., spoke.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference. Wrong: Dr. Pam Jones, Ph.D. Right: Pam Jones, who holds a doctorate in chemistry OR Pam Jones, Ph.D., a chemist. See Page 10 for further information on the use of Dr. before a person's name.

ACADEMIC SUBJECTS AND DEPARTMENTS

Use lowercase except for words that are proper nouns or adjectives: the department of history, the history department, the department of English, the English department, or when the department is part of the official and formal name: Casper College Department of Nursing. Capitalize the official name of academic courses, for example — Students in ninth grade must take Algebra I, World History II and Biology 101.

ACRONYMS

Avoid awkward constructions: Do not follow an organization's full name with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it. Names not commonly before the public should not be reduced to acronyms solely to save a few words. But in general, avoid alphabet soup. Do not use abbreviations or acronyms that the reader would not quickly recognize.

ALUMNUS, ALUMNI, ALUMNA, ALUMNAE

Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) for similar references to a woman. Use alumni when referring to a group of men and women.

ATHLETIC PROGRAM

Lowercase unless Casper College Thunderbirds Athletics or Casper College Athletic Department. The program consists of the following, which are lowercased:

- men's basketball team
- men's soccer team
- rodeo team
- women's basketball team
- women's soccer team
- women's volleyball team

BASIC STYLE DICTIONARY

B

B

BOARD OF TRUSTEES

Always lowercase: the board of trustees of Casper College.
The board of trustees is holding its first meeting.

BOLDED NAMES

It is common practice within higher education alumni publications to bold the name of an alum and where available, the degree and year they graduated from the college.

BUILDINGS

All proper names of buildings should be capitalized. When used with a room number, abbreviate only upon second reference: The meeting will be held in the Music Building, Room 123. It then will move to MU 223. Note that there is a space between the building abbreviation code and the room number.

Aley Hall (AH)

Durham Auditorium

Harry T. Thorson Institute of Business/
second reference Thorson Institute of Business (BU)

Civic Apartments (CA)

Doris and Neil McMurry Career Studies Center (CS)
Sharon J. Nichols Auditorium

Doornbos Livestock Annex (DL) —
pronounced “Dorn-boss”

Inga Thorson Early Childhood Learning Center/
second reference ECLC (EC)

Myra Fox Skelton Energy Institute/
second reference Energy Institute (EI)

Walter H. Nolte Gateway Center/
second reference Nolte Gateway Center (GW)
Chapman Lobby
Robert and Ruth Dove Conference Center

Saunders Health Science Center (HS)
Liek Auditorium — pronounced “like”
Health Science Simulation Center

Gertrude Krampert Center for Theatre and Dance/
second reference Krampert Theatre (KT)
Thomas H. Empey Studio Theatre/
second reference Empey Theatre
The Mick and Susie McMurry Stage/
second reference McMurry Mainstage
Barbara R. and Leland F. Scifers Dance Studio, for the
overall area and for just the dance theatre itself: Barbara
R. and Leland F. Scifers Dance Theatre
Ken Ury Little Theatre/second reference Ury Little
Theatre — pronounced “year-ee”

Liesinger Hall (LH) — pronounced “Lee-singer”
Doornbos Student Lounge

Goodstein Foundation Library (LI)
Casper College Western History Center

Loftin Life Science Center (LS)
Greenhouse

Maintenance Building (MA)
Shipping and Receiving Mailroom

Music Building (MU)
Wheeler Concert Hall
Mildred Zahradnicek Gallery —
pronounced “Zah-rad-nah-check”
Jean D. and H.A. (Dave) True Jr. Atrium

Wold Physical Science Center (PS)
Wheeler Auditorium

The Casper College Ranch (RC)
Rodeo Practice Arena

Residence Hall (RH)

Storage Facility (SF)

Strausner Hall (SH) — pronounced “Straws-ner”

Thorson Apartments (TA)

Erickson Thunderbird Gym or “Swede” Erickson
Thunderbird Gym/second reference T-Bird Gym (TB)
T-Bird Fitness Center

Tate Museum (TM)

BASIC STYLE DICTIONARY

B - C

Casper College Student Union and University of Wyoming at Casper building/shorter version Union/University building (UU)

Jack McCann College Store when referring to the bookstore

Jorgensen/Bryce Commons when referring to the outside of the front of the building

Tobin Dining Hall when referring to the cafeteria
T-Bird Nest

Goodstein Visual Arts Center (VA)
Goodstein Visual Arts Gallery

Grace Werner Agriculture Center(WA)

Wheeler Terrace Apartments (WH)

Werner Wildlife Museum (WM)

Werner Technical Center (WT)
Adult Learning Center at Casper College/second reference ALC

BULLET POINTS

Capitalize the first word of a bullet point. Complete sentences are not required when using bullet points and periods are not always required when using bullet points. However, always stay consistent with the use of punctuation, for example: Documents must be reviewed by:

- The bureau director.
- The deputy secretary.
- The office of press and communications.

C**CAMPUS ENTRANCES**

There are four entrances to the Casper College campus. They should be referenced as:

- College Drive near the Residence Hall and student apartments — West Campus Drive entrance.
- Casper Mountain Road and Campus Drive — East Campus Drive entrance.
- Campus Drive and T-Bird Drive — T-Bird Drive entrance.
- Casper Mountain Road linking to Lisco Drive — Tate Museum entrance.

CASPER COLLEGE

Spell out upon first reference. Subsequent references can be abbreviated to CC. When referring to Casper College as the college, leave college lowercased.

CATALOG

Capitalize when used with the name and year. The 2019-2020 or 2019-20 Casper College Catalog is available online. Lowercase in other uses.

CLASS DESCRIPTIONS

Any information regarding class or course descriptions must be exactly the same as the information provided by academic services in the current Casper College Catalog.

CLASS NAMES

Lowercase classes and courses unless using the specific and complete title or if the name carries a proper noun or numeral. Biology 1010, the biology course, the English course.

CLUBS AND TEAMS

Lowercase campus clubs unless you use the specific and complete title. The Casper College Student Nurses' Association, the Casper College Fitting and Showing Club. But: speech team, student newspaper club.

BASIC STYLE DICTIONARY

C - I

COLLEGE

Capitalize only when part of a proper name. Boston College, Casper College. But: Students attend the college.

COST AND DOLLAR AMOUNTS

See "Prices" later in this manual.

COURTESY TITLES

In general, do not use courtesy titles except in direct quotations. When it is necessary to distinguish between two people who use the same last name, as in married couples or brothers and sisters, use the first and last name.

D

DATES

Do not use ordinal numbers: 12th, 22nd. The event will be held April 10-12.

DEPARTMENT NAMES

Capitalize formal and complete names of campus departments as found in official college records. The word department may be dropped if the meaning still makes sense. The Casper College Department of Information Technology, but IT; the Casper College Public Relations Department, but public relations.

DONOR NAMES

Donors include those that have donated to the college or the Casper College Foundation for a specific naming opportunity including facilities, space, events, equipment, etc. In all cases, the donor is asked to provide the proper way in which their name is to appear, and this should be carried across all publications in the same manner. For help with proper naming, contact the public relations department.

E

EMAIL

See "Broadcast Email" standards later in this manual.

F

FIRST ANNUAL

An event cannot be described as "annual" until it has been held in at least two successive years. Do not use the term "first annual." Instead, note that there are plans to hold the event annually.

G

GEAR UP

No hyphen. The acronym is acceptable on first reference for Gaining Early Awareness and Readiness for Undergraduate Programs.

GPA

The acronym is acceptable on first reference for grade point average. No periods.

I

INTERNET

Always lowercase.

BASIC STYLE DICTIONARY

L - M

L

LEGISLATURE

Capitalize when preceded by the name of a state: the Wyoming Legislature. Retain capitalization when the state name is dropped, but the reference is specific to that state's legislature.

FEDERAL AND STATE

Use a capital letter for the architectural style and for corporate or governmental bodies that use the word as part of their formal names: The Federal Trade Commission.

Lowercase when used as an adjective to distinguish something from state, county, city, town, or private entities: federal assistance, federal court, the federal government, a federal judge.

Also: federal court (but U.S. District Court is preferred) and federal Judge Ann Aldrich (but U.S. District Judge Ann Aldrich is preferred).

Lowercase in all state of constructions: the state of Maine, the states of Maine and Vermont. Do not capitalize state when used simply as an adjective to specify a level of jurisdiction: state Rep. William Smith, the state Transportation Department, state funds. Apply the same principle to phrases such as the city of Casper, the town of Glenrock, etc.

M

MONETARY AMOUNTS

Dollars — Always lowercase. Use figures and the \$ sign in all except casual references or amounts without a figure: The book cost \$4. Dad, please give me a dollar. Dollars are flowing overseas. For specified amounts, the word takes a singular verb: He said \$500,000 is what they want. For amounts of more than \$1 million, use up to two decimal places. Do not link the numerals and the word by a hyphen: He is worth \$4.35 million. He proposed a \$300 billion budget. The form for amounts less than \$1 million: \$4, \$25, \$500, \$1,000, \$650,000.

Cents — Spell out the word cents and lowercase, using numerals for amounts less than a dollar: 5 cents, 12 cents. Use the \$ sign and decimal system for larger amounts: \$1.01, \$2.50.

MONTHS, YEARS AND DATES

Months — Capitalize the name of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

Examples: December 2015 was a cold month. Dec. 10 was the coldest day of the month. His birthday is April 8. Feb. 13, 2012, was the target date. She said that it was Friday, Sept. 28, when the event occurred.

When a phrase refers to a month and day within the current year, do not include the year: The hearing is scheduled for June 26. If the reference is to a past or future year, include the year and set it off with commas: Feb. 14, 2025, is the target date. Use an s without an apostrophe to indicate spans of decades or centuries: the 1890s, the 1800s.

Dates — Always use figures, without st, nd, rd or th (for example – June 2, not June 2nd).

BASIC STYLE DICTIONARY

N - P

N

NAMES OF OFFICIAL DOCUMENTS

The names of official documents should be capitalized: Applicants should complete the Casper College School Improvement Grant Application available online.

NON

In general, no hyphen when forming a compound that does not have special meaning and can be understood if “not” is used before the base word. Use a hyphen, however, before proper nouns or in awkward combinations: non-English speaking, non-nuclear. Examples of compounds with special meaning include names with proper nouns: Non-Aligned Movement, non-Euclidean geometry, non-Hodgkin lymphoma.

NUMERALS

In general, spell out one through nine: The Yankees finished second. He had nine months to go. Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events, or things.

Spell out a numeral at the beginning of a sentence or reword the sentence, for example: Twenty of the schools have high achievement.

O

OFF CAMPUS, ON CAMPUS

Hyphenate only when used as a modifier. The meeting was held off campus. The on-campus event went smoothly.

OFFICES

Capitalize formal and complete names of campus offices, lowercase informal names and incomplete designations. The Casper College Enrollment Services Office. But: the secretary’s office, the division office, the president’s office.

P

PAGE

Capitalize when used with a number. The class can be found on Page 87.

PERCENTAGES

Use the % sign when paired with a numeral, with no space, in most cases: Average hourly pay rose 3.1% from a year ago; her mortgage rate is 4.75%; about 60% of Americans agreed; he won 56.2% of the vote. Use figures: 1%, 4 percentage points.

For amounts less than 1%, precede the decimal with a zero: The cost of living rose 0.6%.

In casual uses, use words rather than figures and numbers: She said he has a zero percent chance of winning.

PHONE NUMBERS

Use figures and hyphens: 307-268-xxxx. Use hyphens, not periods. The form for toll-free numbers: 800-111-1000.

If extension numbers are needed, use a comma to separate the main number from the extension: 212-621-1500, ext. 2.

PLURALS AND POSSESSIVES

Plurals — In most cases, plurals can be formed by adding s, for example — teachers, programs, grants. Words ending in ch, s, sh, ss, x, and z must be made plural by adding es, for example — buses, lunches, successes. When a word ends in y, and the y is preceded by a consonant or qu, change the y to an i and add es, for example — delinquency: delinquencies; city: cities. When forming a plural with an acronym use a lowercase s and do not add an apostrophe (’), for example — The students took the PSSAs at their local IUs.

Possessives — In most cases, possessives can be formed by adding an ’s, for example — The student’s test was completed using his classmate’s pencil. When a word ends in s a possessive can be made by adding an apostrophe after the word, for example — The girls’ grades were higher than the boys’ grades.

BASIC STYLE DICTIONARY

P

PRICES

Use the dollar sign. Do not use a decimal point for even dollar amounts. Right: \$99 or \$149.50

Wrong: \$99.00

PROFESSIONAL TITLES

Lowercase and spell out titles when not attached to a name: For more information, contact your regional coordinator.

Capitalize formal titles when they are directly before a name: Today, Governor Mark Gordon announced a new grant opportunity.

PROGRAMS

Lowercase academic programs. The nursing program, the pharmacy technology program. Any information regarding program descriptions or requirements must be exactly the same as the information provided by academic affairs in the current Casper College Catalog.

PUNCTUATION

- Colon (:) — Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence: He promised this: The company will make good all the losses. But: There were three considerations: expense, time, and feasibility.
- Comma Use (,) — In a list that contains more than two elements, use commas to separate them. When you are listing three or more items, commas should separate each element of the list. However, the final comma — the one that comes before the and — is optional. This comma is called the serial comma or the Oxford comma. As with all punctuation, clarity is the biggest rule. If a comma does not help make clear what is being said, it should not be there. If omitting a comma could lead to confusion or misinterpretation, then use the comma.
- Dash (—) — Use dashes to denote an abrupt change in thought in a sentence or an emphatic pause: Through her long reign, the queen and her family have adapted — usually skillfully — to the changing taste of the time.

But avoid overuse of dashes to set off phrases when commas would suffice. Put a space on both sides of a dash in all uses except sports agate summaries.

- o Series within a phrase: When a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use dashes to set off the full phrase: He listed the qualities — intelligence, humor, conservatism, independence — that he liked in an executive.
- o Attribution: Use a dash before an author's or composer's name at the end of a quotation: "Who steals my purse steals trash." — Shakespeare.

Note: References in this guide to dashes denote what some styles call em dashes, long dashes or thick dashes.

- Hyphen (-) — Use hyphens as joiners, such as for compound modifiers: small-business owner. AP also uses hyphens for ranges, such as Jan. 1-4. There should be no spaces surrounding a hyphen.
- Quotations (" ") — Use quotations marks to denote the exact words of a speaker or writer, for example: The superintendent was "very pleased" by Natrona County School District scores this year.
- Semicolon (;) — In general, use the semicolon to indicate a greater separation of thought and information than a comma can convey but less than the separation that a period implies. Use semicolons to separate elements of a series when the items in the series are long or when individual segments contain material that also must be set off by commas: He is survived by a son, John Smith, of Chicago; three daughters, Jane Smith, of Wichita, Kansas, Mary Smith, of Denver, and Susan, of Boston; and a sister, Martha, of Omaha, Nebraska. Note that the semicolon is used before the final and in such a series.

BASIC STYLE DICTIONARY**R - S****R****ROADS**

There are four roads within the campus boundaries and two surrounding roads.

Campus roads:

- T-Bird Drive
- Lisco Drive
- Josendal Drive
- Campus Drive

Surrounding roads:

- Casper Mountain Road to the east
- College Drive to the north and west

ROOM NUMBERS

Use figures and capitalize room only when used with a figure: Room 149 and one space between the building and room number: Room GW 304.

S**SCHOOL YEAR**

2019-20 school year, 2019-20 basketball season, or 2019-2020 school year, 2019-2020 basketball season. All are acceptable for expressing ranges. When the spread involves two centuries, use full figures: 1900 to 2000 or 1900-2000.

STUDENT DESIGNATIONS

Do not capitalize freshman, sophomore, junior, senior, or graduate student.

SCHOOLS

Refers to the academic areas in academic affairs. Casper College has five schools. They are:

- Business and Industry
- Fine Arts and Humanities
- Health Science
- Science
- Social and Behavioral Sciences

SEMESTER

Lowercase: fall 2016, fall semester 2016.

SIGNS AND WAYFINDING

Requests for signs or changes to existing signs should be coordinated with public relations. Signs and wayfinding generally follow a specific plan for their design, placement, and message.

STATE NAMES

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base. Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence: He was traveling from Nashville, Tennessee, to Austin, Texas, en route to his home in Albuquerque, New Mexico. She said Cook County, Illinois, was Mayor Daley's stronghold.

BASIC STYLE DICTIONARY

T

T

TELEPHONE NUMBERS

Use figures and hyphens: 307-268-xxxx. Use hyphens, not periods. The form for toll-free numbers: 800-111-1000. If extension numbers are needed, use a comma to separate the main number from the extension: 212-621-1500, ext. 2.

THEATER

Use theater, and not theatre, unless a formal name, i.e., Gertrude Krampert Center for Theatre and Dance. But: theater instructors, theater classes.

“THE” CASPER COLLEGE

Casper College is always referenced without the use of the word “the” preceding its name. However, using the word “the” is acceptable when used to point forward to a following qualifying or defining clause or phrase.

THUNDERBIRD

The college mascot. Written as Thunderbird on first reference and then Thunderbird or T-Bird can be used thereafter.

TIME

Use figures except for noon and midnight. Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.

Avoid such redundancies as 10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night. Use 10 a.m. or 10 p.m. Monday, etc., and avoid the use of today or tonight.

TITLES

In general, confine capitalization to formal titles used directly before an individual’s name.

Lowercase — Lowercase and spell out titles when they are not used with an individual’s name: The president issued a statement. The pope gave his blessing.

Lowercase and spell out titles in constructions that set them off from a name by commas: The vice president, Joe Biden, was re-elected in 2012. Pope Francis, the current pope, was born in Argentina.

Formal titles — Capitalize formal titles when they are used immediately before one or more names: Pope Francis, President Barack Obama, Vice Presidents John Jones and William Smith.

A formal title generally is one that denotes a scope of authority, professional activity or academic activity: Sen. Dianne Feinstein, Dr. Benjamin Spock, retired Gen. Colin Powell.

Use Dr. in first reference as a formal title before the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, doctor of podiatric medicine, or doctor of veterinary medicine: Dr. Jonas Salk.

The form Dr., or Drs., in a plural construction, applies to all first-reference uses before a name, including direct quotations. Do not continue the use of Dr. in subsequent references.

Do not use Dr. before the names of individuals who hold other types of doctoral degrees. Instead, when necessary or appropriate for a specific audience: Cassandra Karoub, who has a doctorate in mathematics, was lead researcher. In a list: Stephanie D’Ercole, Ph.D.

Do not use Dr. before the names of individuals who hold only honorary doctorates.

If mention of degrees is necessary to establish someone’s credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Jones, who has a doctorate in psychology.

When used after a name, an academic abbreviation is set off by commas: John Snow, Ph.D., spoke.

Other titles serve primarily as occupational descriptions: astronaut John Glenn, movie star John Wayne, peanut farmer Jimmy Carter.

BASIC STYLE DICTIONARY

U - Z

U

UNIVERSITY OF WYOMING AT CASPER

University of Wyoming at Casper on first reference, UW-Casper on second reference, or UWC when space is a factor.

W

WEBSITE

One word. Use a period at the end if the address falls at the end of a sentence. Addresses should not be underlined in print materials. Do not capitalize letters within the address unless absolutely necessary for readability.



MEDIA RELATIONS

Building strong relationships with external news media is a priority of the Casper College Public Relations Department. It is here where the staff brings story ideas to the media's attention and are available to assist them in answering questions on behalf of Casper College or connect them to expert resources.

Ideas that are fresh, timely, important, or unusual draw the most attention.

INVITING THE MEDIA

The Casper College Public Relations Department frequently pitches story ideas to reporters through phone calls and emailed news releases. These efforts represent invitations to the media to cover events and activities but do not guarantee that reporters will attend. When Casper College issues such an invitation, the college says we will allow the media to observe the activity, interview its participants, take photographs or videotape, and that someone will be available to answer questions. If an activity is opened to the public, all news media must be allowed access.

EDITORIAL COVERAGE VS. ADVERTISING

Casper College's Public Relations Department staff persuades editors, reporters, and producers to see Casper College's sources, programs, and activities as newsworthy. If what's happening at Casper College is viewed by an editor as among the most important or interesting events planned in Casper that day, he or she will assign a reporter to that a story. Casper College does not pay for this coverage and has no control over the story's content or whether it is aired or published. It is considered free media.

If you want to ensure the attraction of participants to an event and guarantee that the public knows about your program, you should consider paid advertising. Advertising ensures that your information will be published or aired in the space you purchase, on the date you specify, in the format you provide and does not have to be deemed newsworthy by an editor. All advertising purchases must go through the Casper College Public Relations Department.

WHAT TO DO WHEN A REPORTER CALLS

All calls from local, regional, national, and international media outlets should go through the Casper College Public Relations Department. Casper College employees are not expected to meet with reporters and media professionals. However, administrators and campus leaders are encouraged to help with interviews.

If you are contacted directly by a reporter, please ask them to contact Casper College's Public Relations staff at ext. 2456. If you have not heard from public relations before you receive a call, you can assume that the reporter has not checked in with public relations. Please ask them to do so. Never feel pressured or obligated to talk to a reporter. In addition, keep in mind that there might be someone else on campus more qualified to speak on a particular topic with the reporter, which is another reason why the reporter should be directed to public relations.

If you are the right person to talk to the reporter and you think some preparation before the interview would be helpful, or your schedule prevents an immediate interview, tell the reporter you need time and arrange to get back together. It is appropriate and helpful to ask the reporter what questions will be asked so you can begin formulating answers. You may want to seek the assistance of the public relations department at that point. The public relations department can help you prepare for the interview and tell you what to expect.

"OFF THE RECORD" AND OTHER TERMS

The term "off the record" means something different to everyone, and comments made under this agreement are not guaranteed to remain confidential. You can't say after the fact, "Now what I just said is off the record." It is best not to say anything if you would rather not have your comment appear in print or on the air.

It is a good practice to refrain from using the phrase, "No comment." It implies that you are hiding something or are uncooperative and does not convey the real reason you do not want to or cannot respond. Instead, express why you would rather not discuss the matter, such as explaining that an answer would violate a student's right to privacy or that revealing the results of your latest study at this time might jeopardize publication in a professional journal.

TIPS FOR A SUCCESSFUL INTERVIEW

- When a reporter calls, cite your affiliation with Casper College and ask to be identified as a Casper College faculty member or administrator in the story.
- Avoid jargon. Explain what you mean briefly and in simple language, keeping in mind that reporters look for colorful, lively quotes.
- Don't let the reporter put words in your mouth. Reporters sometimes repeat what they heard to double-check with the source, and that recollection may not be accurate. Listen carefully and clarify.
- When dealing with overly complex information, take the time to make sure the reporter understands what you are talking about.
- If you don't know the answer to a question, say so.
- Beware of hypothetical or "what if?" questions. Stick to what you know to be true.
- Prepare answers for the best and worst questions you might be asked.
- Avoid being defensive when asked a difficult question.
- Remember that you will be identified with Casper College, and your comments will reflect on the college. If you express personal opinions to a reporter, identify them as such.
- Be brief. The shorter the comments, the less likely you are to be misquoted in print, and the more likely you are to create a "sound bite" for broadcast.
- Relax. Be conversational and informative.
- Be objective and factual. Do not offer opinions or interpretations unless the reporter specifically asks for them, and you feel comfortable providing a response.
- Asking the reporter to rephrase the question will give you time to think of an appropriate answer.
- Always "keep your cool" even if the subject matter is sensitive or difficult to discuss. If you are uncomfortable for any reason or at any time, you can defer to public relations.
- Avoid being an "unnamed source."

TIPS FOR TELEVISION

- Appearance is very important. Producers recommend wearing solid, dark, comfortable clothing. Avoid white, plaid, or narrowly-striped clothing. Avoid busy patterns and noisy, distracting jewelry.
- If you usually wear glasses, do so for the interview. The best advice is to be yourself.
- Ask that Casper College appear under your name in lettering superimposed on the television screen.
- Anything you say to a reporter may appear in the story, even if you said it when the camera was off.
- Understand the program's format. Will it be a question-and-answer session between you and a reporter? Will there be other guests? If so, who? Will you be on a panel?
- Off-camera before the interview, make sure the reporter understands the background of the story. On-camera, stick to the topic and don't complicate the discussion with unnecessary history and context.
- Outline key points you want to make ahead of time and repeat them several times during the interview.
- Responses that are 10 to 15 seconds long have the best chance of being included in the final story. Short sound bites are the building blocks of broadcast news.
- Remind yourself about good posture. Try to be relaxed and don't be afraid to use your hands when speaking, but not in excess.
- Studio lights are hot. You may want to blot any perspiration from your face before the camera rolls.
- Videotaped interviews may be edited so you can pause to collect your thoughts or correct yourself if you make a mistake.
- Always check in a mirror. A reporter may not tell you whether or not your hair is a mess.
- Ask whether the TV or radio interview will be live or taped. Be sure you are comfortable with the process of live interviewing before agreeing to "go live."
- For a taped or live TV interview, look at the reporter (not the camera). Don't look back and forth between the reporter, camera, or any other person. This makes you look shifty on camera.

- Live TV interviews from a remote site may require you to look directly into the camera and wear an earpiece. If you're not sure what to do, ask.
- Avoid rocking, swaying, or moving around during a TV interview. This will help keep the audio recording levels consistent and keep you in focus on camera.
- Be aware of any nervous habits, such as tapping a pen or saying "um" and avoid them throughout the interview.
- TV crews often take "cutaways." These are extra camera shots and angles used to edit stories together. Act naturally during the cutaway taping, but always be aware that the microphone may still be recording your comments.

AFTER THE INTERVIEW

- Don't expect an opportunity to preview a story before it appears. Journalists shun that idea. Instead, listen carefully during the interview. If you are unsure about whether the reporter understood your main points, ask him or her a few questions, and clarify if necessary. If you have concerns about the reporter accurately conveying your statements, contact public relations at ext. 2456.
- It's OK to ask when the story will be printed or broadcast (although the reporter may not know or control publication date or broadcast time).
- If you note an error in the story or are unhappy with it, call ext. 2456, and never the reporter or their supervisor to clarify the point.

WE'RE HERE TO HELP

Casper College has a great story to tell, and the public relations department can help tell it most effectively, whether it's reaching out to a particular reporter or drafting a comprehensive media plan for a significant event.

The Casper College Public Relations Department keeps in touch with as many potential news sources — faculty, students, and administrators — as possible, but we are a small department. We appreciate tips from the college community when newsworthy events are happening. If you think something you are doing professionally or personally is newsworthy, call ext. 2456 or email pr@caspercollege.edu to discuss it. This could include attending an important conference, developing a new teaching method, presenting a paper on a newsworthy issue, discovering a research breakthrough, hosting a meeting

where action on a timely topic may be taken, sponsoring an event at the college that merits news coverage, strategic changes, organizational changes, issues that impact the community or college, new programs or services, Casper College student involvement, etc.

The Casper College Public Relations Department works to promote the news stories that align with the college's strategic plan and brand positioning. We write, edit, shoot, produce, and deliver news and information to a variety of audiences, including news media ranging from local to national/international. Public relations also manages the college's primary web and social media presence to maximize Casper College's reputation online.

MEDIA TRAINING

The Casper College Public Relations Department has connections with local, state, regional, national, and international media, which are a critical component of its strategy to showcase Casper College's reputation and work in critical areas. Public relations provides training and guidance for all Casper College employees, faculty, and administrators before they meet with reporters. We can work with employees to raise their comfort level and effectiveness when responding to media inquiries.

CRISIS COMMUNICATIONS

The Casper College Public Relations Department manages the crisis communications plan, which is part of the college's overall emergency response plan. The main objective of the plan is to provide information quickly and effectively to appropriate audiences through a variety of channels.

SOCIAL MEDIA

The Casper College Public Relations Department maintains social media channels to interact with our constituents and communicate Casper College's story. The office is a resource for other groups on campus, developing and managing their own channels. Refer to the social media standards included in this manual.

WEB DEVELOPMENT

The Casper College Public Relations Department manages the design and content for the Casper College home page, caspercollege.edu, and all other associated pages on the website. From simple consulting to full-scale redevelopment, our office works to create an attractive and effective web presence. More information is available in the Casper College Brand Standards Manual.

CC OFFICIAL PUBLICATIONS

“Inside Casper College” and news on the homepage are produced with stories from the public relations department. Nearly all of the news content produced by public relations can be found at: caspercollege.edu/insidecc.

NEWS RELEASES, STORIES, AND CALENDAR ITEMS

If you have news of interest, please let public relations know. The staff can guide you to make the best decision about where your information should appear and how to present it. Issuing a news release doesn’t always ensure coverage. The public relations staff will advise if an item or event merits a news release. The staff’s goal is to be able to communicate to local, state, regional, and national media what’s important about Casper College from an institutional perspective.

When you are deciding if you need a news release, consider the newsworthiness of your topic. Ask yourself who would care about your issue. Editors ask the same question before they decide which stories will make the news. But remember, there are different audiences for different stories. Understand who your audience is and remember you cannot expect to make national news with a local-interest story. Neither can you expect that every news release will result in coverage.

Listed are some things to consider in determining what makes a good newsworthy event. Is the subject matter current? Is new research being conducted on campus? Student achievements and awards, or involvement with professors on research, also is of interest. Timely issues discussed daily in the mainstream press or subjects that already are in the news could be interesting to the media.

Often covered are scheduled music and theater performances; public meetings, conferences, and seminars; courses; special lectures and presentations; open houses; and deadlines for applications and registrations.

Please remember that the public relations department is constantly looking for news and stories to feed a broad range of content needs. From community calendars to social media to news releases, the staff can help you find the best way to get your message delivered.

OTHER OPTIONS

Sometimes, the best option for your information is not a news release, but a web or social media announcement, a calendar entry, or an item for the college’s newsletters or the alumni association’s magazine Footprints.

NEWS CONFERENCES

If a college announcement requires the attention of the media, public relations will invite the media to a news conference. News conferences are to be reserved for special or unique situations. Where appropriate, public relations will provide the appropriate background material.

MEDIA ADVISORIES

Public relations will send out advisories on a number of topics. Sometimes they are brief reminders of upcoming events, such as a symposium that’s likely to draw wide interest, or a meeting announcement.

Casper College has many experts on campus who can discuss timely subjects with the media and are good sources for reporters. Advisories will also be sent when our experts can provide commentary on the day’s news events.

NEWS PHOTOS

The use of photos is encouraged. Photos need to be of high quality and provide additional context to the topic of interest.

SENDING NEWS RELEASES

SENDING NEWS RELEASE INFORMATION TO PUBLIC RELATIONS

The Casper College Public Relations Department publicizes a number of campus events, programs, and activities by various delivery methods. However, the department has a limited staff, so departments are encouraged to share and even write important and exciting news from their area(s).

To publicize your event or program through public relations, submit your information to the editor and news coordinator by using the project request system for public relations at caspercollege.edu/offices-services/pr/project-center. You may be contacted with queries or requests for more information.

Submit information on upcoming events at least two weeks in advance. News releases on program achievements may be submitted up to a month following the achievement. Include the five W's: who, what, when, where, and why. Each question should have a factual answer — facts are necessary to include for a press release to be considered complete. None of these questions can be answered with a simple “yes” or “no.”

Public relations will review your release and how best to communicate it. If you are unsure whether your information is press release material, please check with public relations. For questions or concerns, contact public relations at ext. 2456.



SPORTS MEDIA RELATIONS

Casper College Thunderbird student-athletes and coaches benefit tremendously from local, national, and even international media exposure, and the Public Relations Department at Casper College works diligently to maintain a positive relationship with media representatives.

Therefore, it's important to understand the media's role, the value of positive media relations, and the best ways to deal with the media.

BUILDING A POSITIVE RELATIONSHIP

One of the responsibilities of Casper College student-athletes and coaches is to cooperate with the media in appropriate situations. Working with the media is a natural and important part of athletics success.

Some media contacts will be arranged by public relations. Public relations staff know the media well and can help coaches develop better media relations.

The job of the media, generally, is to be objective, fair and unbiased — neither for Casper College teams nor against Casper College teams. They do not serve as Casper College's cheerleading squad.

Coaches should look at the media as a good friend. Good news coverage can help our coaches recruit student-athletes, raise scholarship money, and improve their team's image.

If coaches have developed a strong relationship with individuals in the media, they are less likely to criticize them for minor mistakes — although they can't count on these relationships to prevent major news from being published or aired. In fact, asking members of the media to withhold news will quickly sour a good relationship.

Every time someone from the media wants to talk to one of our coaches, they have the chance to promote themselves and their team.

WHO ARE THE MEDIA AND HOW DO THEY OPERATE?

Casper has one local television station and one satellite station, a daily newspaper, and one local radio station that report on Thunderbird teams and student-athletes.

Here's a more in-depth look at the types of sports journalists coaches may come into contact with:

- **Beat Writers:** These newspaper reporters cover Casper College on a daily/weekly basis and are responsible for writing previews and game stories. While beat writers may become more familiar to coaches because they are around more often, they must still remain impartial. They also look for interesting human-interest (feature) stories on Thunderbird student-athletes.
- **Columnists:** In Casper, beat writers can double as columnists, so coaches shouldn't be surprised if something they say during or after the game is used later in a column. Columns are a more creative and opinionated form of sports writing, and coaches might not always agree with what the columnist writes.
- **Television News Crews:** Many people get their news from TV instead of newspapers, and local news programs have large audiences. However, most sportscasts are only three to four minutes long, so they usually only have time for game highlights and scores. If extra time is available, the reporter might air a short sound bite from an interview.

IMPORTANCE OF MEDIA DEADLINES

If, after a game, coaches are asked to speak to a member of the media, they need to talk to them immediately, if possible. Generally, the Casper Star-Tribune has an 8 p.m. deadline for scores and game highlights, so timing is critical. Reporters usually need to have their work wrapped up by 4 p.m. for the 5 and 6 p.m. newscasts and 8 p.m. for the 10 p.m. newscast, unless they're doing a "live" shot from the site of the event.

Even though the coaches' work is done when the game is over, the reporter's work is just beginning — and he/she needs help, including on occasion adequate workspace, internet access, and phone and electrical outlets.

MISTAKES IN HEADLINES

Sometimes a reporter writes a great story, and the copy editor misreads the lead sentence and places a wrong or misleading headline on the story. After reporters' stories are turned in at deadline, they generally do not see them again until morning. Reporters do not have control of what is written in the headline, so coaches, please do not blame a reporter if the headline paints a different picture. If a coach has any complaint, call public relations.

CASPER COLLEGE SPORTS INFORMATION THROUGH THE CASPER COLLEGE PUBLIC RELATIONS DEPARTMENT

Sports information is coordinated by the public relations department. You can contact them at ext. 2456 or pr@caspercollege.edu.

The public relations department promotes Casper College athletics by writing stories about student-athletes and coaches, coordinating press interviews and press conferences, and servicing the information needs of reporters. Sports information also produces game programs, media guides, and press releases, and is involved in marketing achievements of student-athletes and coaches to a wide variety of audiences.

If any coach feels overloaded with too many interviews or wants advice on how to handle an interview, please call public relations at ext. 2456 or pr@caspercollege.edu.

MEDIA GUIDELINES FOR COACHES AND STUDENT-ATHLETES

- Do not, for any reason, give your home phone number to a member of the media.
- Coaches, don't give a student-athlete's phone number to the media. Simply have the media member call public relations to arrange an interview.
- When public relations calls and asks you to call a newspaper or TV reporter, please do so as soon as possible. Remember, media have early deadlines, and your cooperation is needed to meet those deadlines and to help you get good news coverage.
- Be honest and sincere in your dealings with the media. You are continuously building credibility and respect. Do not make statements that mislead, that are untrue or that are exaggerations. Be honest in your appraisal of a player or team, but don't ridicule or criticize. Don't blame referees or umpires for a loss.
- Mention players by name, use objective evidence, and give complete answers. Speak positively, find specific areas to compliment, and talk about good points to maintain and weak points on which to improve. Short, complete sentences allow reporters to easily edit the interview without distorting your answers, especially on television.
- If you make an appointment, be on time. If you're going to be late, notify the writer or broadcaster ahead of time to cause a minimal amount of inconvenience. Practice courtesy and build positive rather than adversarial relationships.
- Anticipate questions that reporters will ask you. Prior to live interviews, try to determine the subject matters to be covered and review potential answers. Be prepared. Just state the facts.
- Get to know the local media people who most frequently visit our campus. Help them get to know the coaches and student-athletes. Everyone should be comfortable in each other's presence. Acknowledge their presence. Make eye contact, shake hands, and call them by name. Coaches, let the media know they are (usually) welcome to conduct interviews with student-athletes before or after practice, or at other appropriate times. Make sure they know that Casper College student-athletes are not professional athletes, and they have obligations to academic work.
- "No comment" generally sends up red flags to a reporter. However, if you don't want to provide certain information, simply say, "I can't answer that question" or "I'd prefer to pass on that question." If you don't want to confirm a story, don't even ask what kind of information the reporter has in his or her possession. Just tell them that you cannot comment or say, "I can't answer your questions."
- Be careful of what you say. Don't say anything you don't want to see on television that night or in the newspaper the next morning. Remember, microphones are extremely sensitive, and cameras have zoom lenses. If you can see them, assume your actions and words are being recorded. During a print interview, just because a reporter puts his pad and pen away doesn't mean the interview is over.

- Remember, an interview is your time to talk. Plan to do at least half the talking and avoid “yes” and “no” answers.
- A journalist can ask any question he or she sees fit to ask. You can’t control what is asked, but you can control the answers. If you are uncomfortable answering the question, or if you need to find out more information before answering, say, “I’d like to look into that further before answering ” or “Let’s come back to that after we talk for a few minutes.”
- Don’t let negative questions lead you to say something you’ll later regret. For example, after a tough loss, a reporter might ask, “Do you think the coach should have called timeout instead of running the ball late in the game?” Even if you think the coach should have called a timeout instead of running the ball, don’t say that. Just say, “Coaching is not my job. My job is to run the ball and get points on the board, and I didn’t get it done.” That will make a positive impression on everyone — your coaches and teammates, the media, and fans.
- Some reporters might ask you to comment on controversial issues with the promise that, if you wish, your name will not be used. Don’t comment. Even if you consider the reporter to be your friend, it is better not to say something. Even without your name as attribution, readers/viewers may still be able to figure out who made the comment.
- Avoid “off the record” comments to reporters; they have a way of winding up in print. Using “off the record” is no guarantee of confidentiality. Don’t say something unless you know it’s okay for the public to read or hear it. Never get five minutes into an interview and say, “Everything I’ve just told you is off the record.” By then it’s too late.
- You should never expect to see a reporter’s newspaper or television story before it is printed or aired. The newsperson is under no obligation to “preview” the story for you, and most media policies forbid this practice.



BROADCAST EMAILS

Broadcast emails include emails sent to a large number of people that are part of a group email list. They can be valuable in communicating with everyone very quickly, but they can also be an unwelcome distraction if they are irrelevant to them. With this in mind, the following standards are provided to improve the quality and relevance of broadcast emails.

1. Broadcast emails to all employees and students, using #ALLCCGMAILUSERS, and #CCSTUDENTS will be coordinated centrally by the Casper College Public Relations Department. Select individuals, in their professional roles at Casper College, will have access to student email groups as part of their employee responsibilities. If you believe you need access to student email groups, submit your request to the IT Helpdesk.
2. If you want to communicate a message with students and lack access to student email groups, submit a request at least three working days prior to the desired send date to the public relations department by selecting “Campus-wide Email Request” from the drop-down menu. Include a draft of the email message and be sure to gain approval from your department director.
3. A public relations staff member will edit and proof the email as appropriate to the college standards for broadcast emails. Once the draft has been finalized, the email will be sent to the director of public relations for approval. Once approved, the email will be sent by the public relations office on your behalf.
4. A similar process will be used within those departments with individuals approved to use student group email lists.

BROADCAST EMAIL STANDARDS

- Broadcast emails must be used only for communications related to the business needs of the college and those activities typically common to the college/university environment.
- Emails of a personal nature, such as notices of items for sale, lost or found items, solicitation of goods or services, or employment opportunities are not allowed. Messages that publicize or endorse relief efforts for victims of natural disasters, such as hurricanes, earthquakes, floods, etc. normally are not allowed.

- “Broadcast Email” is always first in the subject line followed by enough information so recipients can quickly determine if they want to delete the message without opening it.
- The message is brief, sometimes including information on where to get more information.
- No attachments are included.
- When applicable, links may be included.
- Broadcast emails will be limited except in situations where safety or emergency communications are necessary. General broadcast emails will be suspended during times of emergency.
- Broadcast emails must not display the names/addresses to which the message is sent. Recipient lists are automatically hidden using Gmail lists.
- All requests for broadcast emails must go through the procedure mentioned above and sent by the designated person approved for using broadcast email groups.

BROADCAST EMAIL MESSAGES FOR OTHER GROUPS

In general, it is the policy of Casper College not to send broadcast email messages to students or employees on behalf of other groups. However, occasional exceptions may be made by the president, vice presidents, and director of public relations for partners of the college or where the college is a co-sponsor of an event that is relevant to employees and students.

BROADCAST EMAILS TO EMPLOYEES

Employee Gmail users at Casper College have access to the mail list #ALLCCEMPLOYEEEMAILUSERS or ccemployees@caspercollege.edu. Before using this email list, consider the following:

- Does the email include information that is important to the business and mission of the college?
- Is the email of significant and urgent interest to a large segment of employees?
- Does the email comply with FERPA, college policies, and regulatory responsibilities of the college and its employees?
- Is the email relevant to “every” employee at Casper College? Consider using a more targeted email group. If you plan on multiple emails, consider putting in a request to IT to build a group specific to your needs, or build one of your own. For help in building your own group mail lists, go to: support.google.com/mail/answer/30970?hl=en.
- Is the email clear, concise, grammatically correct, and free of spelling errors? Ask someone in your area to edit and proof your email. Keep emails to no more than 100-150 words. For topics that require more information, consider sending a summary email message that contains a link to more detailed information.
- Does the email include who people should reply to or where they can go for more information?
- Avoid using attachments and especially large file sizes. Many employees are attempting to remain current with email using mobile platforms that make viewing attachments difficult. Avoid using too many images as they too will increase the file size.



SOCIAL MEDIA

Social media is a very helpful promotional tool. Casper College supports employees' participation in social media and encourages you to connect to the college's official social media sites. All Casper College social media sites must provide administrative access to the public relations department, include the nondiscrimination statement or link to the nondiscrimination statement on the college's website, and remain vigilant to the standards noted below.

The goals of your social media efforts should be to connect with your intended audience(s), start conversations, and build community and relationships. It is not just a tool to broadcast or publish.

Be authentic, transparent, and honest.

Your content should always be prepared with your audience in mind. Make it easy for your audience to have a good experience with what you are sharing.

Apply best practices in customer service. Social media is a great way to extend customer service efforts for your school, department, or organization and become more aware of what people are saying about your school, department, or organization.

If you're interested in creating an official Casper College account, set up a social media consultation by contacting public relations to start the process.

STANDARDS

While social networks are free to set up for your school, department, or organization, the work to use and maintain them is not. These are some standards for establishing and managing Casper College-affiliated accounts:

- The account name must include "Casper College."
- The account administrator role will be assigned to the Casper College Public Relations Department. Only a current Casper College faculty or staff member will be allowed access to the account. The department must identify a primary and secondary person within their area that has the responsibility to the account(s).
- Use of the Casper College logo and brand imagery must be coordinated with the Casper College Brand Standards Manual and Style Standards Manual. Landing page photos and the Casper College logo will be provided by public relations and built to the specific requirements of each account.

- All officially recognized Casper College social media sites are required to post an activity on their site at least every week of the year. Sites that cannot maintain this level of frequency will be removed.

GETTING STARTED

Social media accounts are a great way to reach your target audience, but they can be very time consuming and require a detailed strategy. You must have a plan to keep them active and relevant to your intended audience. Before creating your account(s), consider the following:

- Who is responsible for managing your social media presence?
- What is your goal?
- Who are you trying to reach?
- What is the message you would like to send?
- What are similar programs doing successfully to connect with their audience?
- Do you have the time and resources to maintain the account and actively engage your audience? Plan on spending at least 30 minutes a day posting content and responding to comments.
- Can you maintain the site? A site that is slow to respond or contains older content can be more detrimental than not having a site at all.

Based on your goals and audience segmentation, you will need to decide which social media channel(s) make the most sense for your group. Your team will need to decide how to promote your accounts, relevant topics and themes, the frequency of posting, including when, what time, and how often, and also your plan to engage with the community answering questions, liking posts, retweeting, etc.

YOUR GOAL

It helps to have a goal to work toward. Your objectives should be realistic, attainable, and measurable. There are three basic types of objectives:

1. Awareness is information and knowledge. Awareness campaigns increase the understanding of something and make the audience more aware of a product or idea.

2. Acceptance increases positive attitudes and gains interest. Acceptance campaigns focus on how people react to information.

3. Action moves people in a way you would expect. Action campaigns address a hoped-for response to information and feelings.

A site can take months to build a presence and community. If you find people are engaged in conversation and responding to your content, then you've accomplished much of what you set out to do.

Measure your results. Social media sites offer a wealth of information about your audience and their activity. Your audience doesn't have to be large to be effective. The important measures are those that show your audience is engaged, including likes, shares, and comments.

Official social media sites of the college are those that public relations recognize as meeting the standards of the college and having administrative rights assigned. Official sites will be set up to "follow" the primary Casper College site and all other official Casper College sites.

Official sites are required to post Casper College's standard nondiscrimination statement. This can be done in the space provided on the site that tells more about the site's owner, i.e., "About Casper College." A link to the statement on the college's website is also acceptable.

BEST PRACTICES:

- Content guidelines — Remember, when you post something on an official Casper College social media site, you are speaking on behalf of Casper College as a whole. Therefore, it is important to choose your words wisely and think before you click! Also, review the Casper College Brand Standards Manual and Style Standards Manual to ensure you have everything correct.
- Check your facts — Before posting, make sure all information included is accurate, up-to-date, and from a reliable source. This builds trust between you and your social media audience. Double-check links to web pages to make sure they are accurate and contain the information your social media post might reference.

- Correct mistakes immediately — We are all human, and we all make mistakes, but it is important to correct mistakes in a timely and orderly fashion. If ever a mistake is too big to correct on your own, contact the public relations office.
- Think before you post — Once you post something online, you may be able to delete it, but you cannot take it back. Once comments are posted, they can easily and quickly be shared, printed, and seen by a large audience.

Avoid doing the following:

- Prematurely disclosing proprietary or confidential information.
- Endorsing a third-party good or service.
- Posting defamatory statements.
- Using photos of people without their permission. You can find a photo release form at caspercollege.edu/offices-services/pr/self-service-tools under "Download CC templates (Google Drive)."
- Making a copyright or trademark infringement.
- Be aware of rules and regulations for local, state, and federal laws, including the Family Educational Rights and Privacy Act aka FERPA concerning student information and the Health Insurance Portability and Accountability Act aka HIPPA related to people's privacy. In general, no personally identifiable information on anyone but yourself should be shared through social media.

Casper College policies still apply to social media and specific attention should be given to communication policies, facility and equipment use, and acceptable use guidelines for computing resources at Casper College, which includes the connection to the internet.

SPELL CHECK

Because Casper College is an educational institution, we are held to very high standards. It is very important to proofread to ensure spelling and grammar are correct. It is even a good idea to get someone else from your office to proofread your comments before you post.

DO NOT "LIKE" YOUR OWN COMMENTS

Of course, you like it, you wrote it! Please refrain from "liking" comments you post.

GROWING YOUR INITIAL AUDIENCE

These tips will help you build your audience when first developing your social media account:

- Invite people in your office and other offices on campus to connect to your page.
- Monitor your posts and the response you get from people following your social media account. You will see people respond to content they find valuable.

ESTABLISH RULES

- Keep it clean and avoid language that is obscene, vulgar, lewd, or sexually oriented.
- If the site is limited to specific topics, no posts off topic.
- No postings encouraging illegal activity.
- Be truthful.
- Be nice, including no racism, sexism, or any other sort of “ism” that degrades another person.
- No spam and no postings of a commercial nature.

Note: Refer to the section “Negative Reviews” for guidance in managing comments and reviews.

MANAGE COMMENTS

- Determine if you should respond to a comment.
- Always respond in a respectful and professional manner.
- If there is a positive comment about Casper College, you can either let it stand or concur with it, possibly providing additional insight.
- Negative comments about Casper College:
 - o There is a difference between negative comments and constructive feedback. Constructive comments are helpful and allow the college the opportunity to respond and correct a bad experience.
 - o If the comment came from a site dedicated to negativity, it’s probably best to avoid responding but continue to monitor the situation.
 - o If the comment is a rant, rage, joke, or satirical in nature, it’s probably best to avoid responding.

- o If the comment includes incorrect information and it doesn’t meet the criteria above, then you should respond with factual information.
- o If the comment is the result of a negative experience at Casper College, you should respond and attempt to refer or rectify the situation but don’t get into details rather, handle the details via a private message or email. “I will message you the person you can get in contact with for help.” Or, “I’m really sorry you had a poor experience, please message me so that I can get more information from you and better address your concern.” Or, “I’ve sent you the contact information for someone that can help via a private message.”
- o Comments should never be deleted. They may be hidden if these guidelines apply.

• Negative reviews:

- o It is always good practice to follow-up with people that give your site or the college a negative review. Reviews come in many forms from prewritten statements to stars to emojis as examples. Generally, follow-up with people that give an average or below-average rating via private message, and ask them if there is something you can do to improve their rating of us.
- o Before you hide or delete a comment or review, consider that a person’s review may be protected under the Consumer Review Fairness Act. The law says it’s OK to prohibit or remove a review that:
 - Contains confidential or private information — for example, a person’s financial, medical, or personnel file information or a company’s trade secrets.
 - Is libelous, harassing, abusive, obscene, vulgar, sexually explicit, or is inappropriate with respect to race, gender, sexuality, ethnicity, or other intrinsic characteristic.
 - Is unrelated to the company’s products or services.
 - Is clearly false or misleading. However, it’s unlikely that a consumer’s assessment or opinion with which you disagree meets the “clearly false or misleading” standard.

The wisest policy: Let people speak honestly about your products and their experience with your company.

Trolling is when a person may become angry and post more negative comments in an attempt to undermine productive conversation. A simple solution would be to ban the person's profile. However, this may lead to them accusing you of censorship or violation of First Amendment rights and can be difficult to handle. Many times, ignoring the commenter will resolve the situation but seek further help from public relations.

If you are unsure how to handle comments, seek the help of public relations.

ADVERTISING/BOOSTING

Social media sites typically offer advertising or advertising-like services. These services allow you to gain access to a broader or targeted population, but they do cost extra. With Facebook, for example, a user can easily "boost" their post for an additional cost or purchase an advertisement to gain more control over who sees the ad. While these services can be highly beneficial, they're considered advertising and should always be coordinated with public relations.



MASS TEXTING

MASS TEXT MESSAGING GUIDING PRINCIPLES

- Preserve the effectiveness of text messaging as an additional channel for critical communications as outlined under Categories of Messages.
 - o Keep text messaging to a minimum to ensure that students remain opted-in and do not opt-out due to overuse, irrelevant, or repetitive information. Remain current with changes in student communication preferences as it relates to text messaging.
 - o Send clear and concise messages with no errors.
 - o Limit messages to student safety, the admissions process, or student academic success.
 - o Make sure to identify the organization in the first text that is sent to students for the school year.
 - o Provide an automatic opt-out option.
 - o Always respond to messages asking for help or more information. Designate those that have the responsibility to respond to requests for information.
- Text messages should not be used for:
 - o Sending general information to large populations — e.g., “Fall classes start Monday!”
 - o Repeat reminders of text messages already circulated.
 - o Personal matters — e.g., items for sale.
 - o Solicitation.
 - o Communicating personal or confidential information. Sending messages containing social security numbers, passwords, credit card numbers, or any FERPA-protected data is strictly prohibited.
 - o Appeals on behalf of individuals or groups of students to attend social, cultural, sporting events, etc., unless the student opted in for text messages regarding these topics

CATEGORIES OF MESSAGES

Mass texting is reserved for information that is considered critical and/or time-sensitive. The following are the categories where mass text messages are permitted:

- Student Recruitment — The admissions office may use text messaging to stay in contact with prospects, inquiries, and applicants. They can use messaging for one-on-one communication and to send information critical to the enrollment process. This may include limited, essential reminders about next steps or appointment reminders for events such as orientation, advising, or registration.
- Academic Success — Messages will be limited, but may include some or all of the following:
 - o Critical academic calendar dates.
 - o Academic advising notifications.
 - o Class cancellation notices.
 - o Academic standing notices.
 - o Payment deadlines and account status.
 - o Financial aid notifications.
- Emergency Alerts — Emergency alerts may include any number of potential threats to the security or safety of those on campus.

PLANNED COMMUNICATIONS

For messages that can be planned, such as essential deadlines applicable to student success, a communication plan must be submitted each year by August 1. The plan should include details about the following:

- Purpose of the message.
- Intended audience.
- The date the text should be sent.
- Contents of the message should not be longer than 160 characters.
- Who will monitor incoming replies.
- Signature line — who is sending the message.

MESSAGE GUIDELINES AND CONTENT

All mass text messages should observe and abide by the following guidelines and content:

- All messages are compliant with this texting policy.
- Use texting to communicate short, individually targeted messages, and as concise as possible — while still maintaining a conversational tone when appropriate. Try to limit message length to 160 characters.
- Clearly identify the originator of the message. All messages must be tagged with the appropriate identifier so recipients can immediately recognize who it's from. For example, if an authorized official is sending an initial text message, open with, "Hi Becky, its Chris Smith from admissions." On all subsequent communications, authorized officials can sign off at the end of the text message: "— Chris Smith, admissions."
- Messages should be personal and address the student directly — e.g., "Your financial aid form is due on Friday," rather than, "Financial aid forms are due on Friday."
- The message clearly states the action that the student needs to take or how the information impacts the student and who to contact for additional information.
- Avoid "text speak" — abbreviations, slang, or use of emojis.
- Be professional and polite.
- Ensure that embedded links are short and clearly identified as connected with Casper College or other valid partners.
- Content is accurate.
- Proper grammar and spelling are used.
- List of recipients is correct.
- The number of messages received by a student should be appropriate to ensure he/she will continue to regard the text messages as important and wanted information.
- Messages are sent with adequate time for the action or activity.

AUTHORIZED DEPARTMENTS

Specific employees are designated and authorized to send mass text messages on behalf of the following approved departments:

- Admissions
- Student success
- Financial aid
- Registrar
- Academic affairs
- Housing
- Accounting/business office

MONITORING CONTENT

Each department must appoint at least one authorized person who will be responsible for monitoring outgoing and incoming communications on behalf of their department. They will be responsible for implementing text messages, monitoring incoming responses in a timely manner, as well as reviewing all messages to ensure compliance with this policy.

OPT IN AND OPT OUT

Opt in refers to the invitation to someone asking them to join a message list and their subsequent acceptance of that invitation under certain terms and conditions. The person may opt out of text messaging at any point.

Opt out occurs when a person is automatically registered to receive text messages having previously provided their contact information to the college. To discontinue receiving text messages, the person must opt out by using a pre-defined response to a past text message such as the word "STOP," texting a predefined number in the "To:" field that automates the opt out process, or communicating to the college, verbally or by other means, that they wish to be removed. Some systems allow the person to manage their individual preferences online.

Student and employee safety and security while on the college campus is of paramount importance. For this reason, all new employees and students to Casper College will be automatically enrolled to receive emergency alerts via mass text messaging. This is being done to ensure that students

receive alerts using the quickest method available. Anyone may opt out of emergency alerts by texting the word “STOP” to 67283 or manage their preferences individually within the emergency alert system at <https://www.caspercollege.edu/alert>.

With their permission, new and enrolling students will be enrolled to receive mass text messages from the admissions office during their time at Casper College. These messages will help students manage the process of enrolling, including such topics as financial aid, housing, accounting, class scheduling, and other important information. This will ensure they will receive information in a timely manner without the availability and reliability of a college email address or as a supplement to a comprehensive communication plan. New and enrolling students may manage their message preferences or opt out of text messages at any point.

As new and enrolling students opt in to mass text messaging, they will be presented with the college’s text messaging terms and conditions — see Terms and Conditions. Terms and conditions also provide information on a simple method to opt out of receiving text messages.

MASS TEXT MESSAGING — SMS, MMS, AND RCS — TERMS AND CONDITIONS

This text messaging service gives you the option to subscribe to receive text messages from Casper College on your mobile device. Text messaging will be used to provide information on essential enrollment events and announcements, as well as important admission and financial aid reminders. Subscribing to this service is not required to apply for or gain admission to Casper College, and is used only for matters that Casper College deems helpful and pertinent to the admission process.

All mobile information you share will remain confidential and will only be used by Casper College representatives to assist you more efficiently with the admission process. Casper College does not share phone numbers with external sources. Other offices, departments or organizations at Casper College may collect and use information in forms different than described herein, and as such, you should review the policies of any other electronic services or website of Casper College that you may use.

Receiving mobile text messages from Casper College is completely free of charge. However, message and data rates may apply from your wireless carrier. Check with your mobile operator for details on receiving text messages.

All users may opt out or unsubscribe from receiving text messages from Casper College at any time by texting STOP to the appropriate list number or by contacting Casper College Admissions at admissions@caspercollege.edu. If you elect to opt out, you will no longer receive text messages from the list or lists you unsubscribed from unless you were to resubscribe to such lists.

If you have any questions about this policy or the admission process, please contact Casper College Admissions at admissions@caspercollege.edu or call 1-307-268-2424.

PRIVACY

Cellular telephone numbers are not shared with any Casper College entity without the permission of the vice president of student services. Cellular telephone numbers are only to be used within the definitions outlined in this document and remain under the control of the college at all times. Cellular telephone numbers should never be sold to a third party.

ACCESSIBILITY

All mass text messages will conform to accessibility standards required under Section 508 of the Rehabilitation Act of 1973 — 29 U.S.C § 794 (d) — and provided by the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG 2.0) Level AA.

RECORDS RETENTION

College business-related text messages are considered public records whether a Casper College system/tool or personal telephone/system/tool is used for texting. The sender is responsible for retention of text messages within the requirements of state and federal law.



FOR THE MEDIA

ACCESS TO THE CAMPUS

Casper College is a public institution, so access to its facilities by members of the media during hours the college is open is welcome. Media aren't required to check in with public relations if they plan a trip to any college facility — with some exceptions. Public relations prefer media to call ahead as PR can help with parking, gaining access to experts, creating photo and video opportunities, and answering questions from the college community.

Generally, students' rooms in Casper College residences facilities aren't open to the public or the media, but a student may grant access to their room. Classrooms aren't generally open to the media while classes are in session; however, instructors may grant access during a session if that arrangement is agreed to in advance. Any activity on campus may not impede or hinder the operations of the college in any way.

CRISIS COMMUNICATIONS

In the event of an emergency, your point of contact is the Casper College Public Relations director or his designee.



OTHER THINGS YOU SHOULD KNOW

ADVERTISING

The Casper College Public Relations Department coordinates all advertising purchases through local, regional, and national media.

DEVELOPMENT OF PUBLICATIONS

The Casper College Public Relations Department coordinates all campus publications aimed at an external audience or wide distribution on campus.

STYLEBOOK USE

Most, if not all, of the copy used in Casper College promotional materials is written using the latest Associated Press Stylebook being the predominant stylebook for corporate, journalistic, and most professions in the United States. The only exceptions are items written for an academic audience or academic journal and, in rare cases, where an industry-standard has established a common practice such as with alumni publications where magazine titles are italicized.

There are several different style guides used by academic departments primarily for instructional purposes. Generally, academic papers use the Chicago Manual of Style or The Publication Manual of the American Psychological Association aka APA, but academic programs will align with their writing styles to that which is predominantly used within their academic discipline. This may include more specialized styles used in technology fields and law, for instance.

STYLEBOOK CHANGES

The online Associated Press Stylebook should be referenced in conjunction with the Casper College stylebook. The Associated Press Stylebook is under constant review, and it isn't uncommon to see over 100 changes in a year occur. For this reason, the online AP Stylebook is to always be used as an official reference on AP style. The Casper College Public Relations Department maintains an annual subscription to the Associated Press Stylebook and can offer help with questions when needed.

MORE INFORMATION

For information about logo use, athletics logo use, licensing questions, press relations, advertising buys, and the development of publications, contact the public relations department at 307-268-2456 or pr@caspercollege.edu.



Casper College is an equal opportunity institution and as such, does not discriminate on the basis of race, sex, color, national origin, religion, age, veteran status, political affiliation, disability, sexual orientation, gender identity, or any other characteristic protected under applicable federal, state, or local law in admission or access to or treatment or employment in its educational programs or activities. Direct inquiries or complaints concerning Title IV, Title IX, and Section 504 to Linda Toohey, associate vice president for student services, at 125 College Dr., Casper, WY 82601, 307-268-2667, or linda.toohey@caspercollege.edu, or the U.S. Department of Education, Office for Civil Rights, 1244 Speer Blvd., Ste. 310, Denver, CO 80204-3582, 303-844-5695 or TDD 303-844-3417.



Casper College

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