

**Bakersfield College**

# Identity Standards & Media Policy



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## Introduction

Dear Members of the Bakersfield College Community:

For nearly 100 years, Bakersfield College has been blending academic excellence and social consciousness into the lives of all our students, regardless of their academic program, education path or demographic differences. At the same time, we have evolved into a multifaceted institution, one that serves a wide range of constituencies. Now more than ever, we need to communicate a strong image to our community, future students and those who make decisions about education around the state.

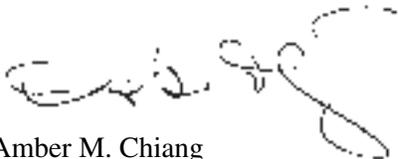
Our traditional graphic identity provides more than just a consistent look. As an aesthetic platform for our institutional identity, the logo articulates who we are in a straightforward, resonant and unmistakable form. Above all, the logo solidifies our reputation and expands our presence in a rapidly changing higher education marketplace. Bakersfield College's logo presents a powerful call to action for all potential students and supporters.

To communicate a unified visual image, we ask the entire campus community to adhere to the standards outlined in this Identity Standards & Media Policy guide. The guide covers the use of our graphic identity in all communications and functions on behalf of and supported by the college, as well as interactions with the news media. By applying it consistently in all of our messages, we will reinforce our strong image and help Bakersfield College fulfill a most promising future.

Sincerely,



Dr. Greg Chamberlain  
President



Amber M. Chiang  
Director, Marketing and Public Relations

## Implementation

An institution's logo is the dominant outward visual expression of its personality, values and aspirations. A distinctively diverse community committed to an education balancing future and reason, Bakersfield College has varying audiences. Our logo and printed materials express our serious commitment to conveying the College's brand image as well as the underlying qualities upon which our visual identity is built.

This is the guide to applying our image and logo to the materials through which we communicate to all our constituencies.

Consistent application of these standards over time will benefit Bakersfield College through improved awareness, recognition and professional appearance.

A strong brand identity has well-defined guidelines and a certain amount of flexibility. This plan allows for both.

### QUESTIONS

The Department of Marketing and Public Relations and the Graphics Center serve as the central resources for information and assistance for all printing and website purposes.

For related information, please contact:

Department of Marketing and Public Relations  
Bakersfield College  
Phone: 661-395-4251  
Fax: 661-395-4230

Graphics Center  
Bakersfield College  
Phone: 661-395-4651  
Fax: 661-395-4772

***Please note:***

***All advertising, promotional products, publications and other printed materials destined for external marketing or outreach purposes must be approved by both the Department of Marketing and Public Relations and the Graphics Center. This guideline does not apply to in-class materials, websites outside the BakersfieldCollege.edu server, or other non-outreach materials.***

## General Information

The following information is a handy reference for those who need to include information about Bakersfield College in any printed materials, grant applications, reports or presentations. Updated information can be found online at the Department of Marketing and Public Relations web site at [BakersfieldCollege.edu/marketing](http://BakersfieldCollege.edu/marketing).

### Significant Facts and Numbers

Bakersfield College is a public, two-year community college serving southern and central Kern County. Founded in 1913 as part of the high school district, the college relocated to Panorama Drive in 1956 when student enrollment became strong enough to warrant a separate facility. Bakersfield College is one of 110 colleges in the California Community Colleges system. The main telephone number is 395-4011. The Admissions and Records can be reached at 395-4301. The line for maintenance, custodial, or grounds services problems and repairs is 395-4221. The Student Government Association (SGA) office number is 395-4355. The Bakersfield College web site address is [BakersfieldCollege.edu](http://BakersfieldCollege.edu).

### Locations and Facilities

Bakersfield College has three official campuses and several satellite centers serving students.

Panorama Campus is located at 1801 Panorama Drive, Bakersfield, CA 93305, approximately five miles east of downtown Bakersfield. The 153-acre campus houses the majority of student programs and services, as well as the majority of student enrollments.

Delano Campus is located at 1450 Timmons Avenue, Delano, CA 93215, approximately 30 miles north of Bakersfield. The new campus on Timmons Avenue shares facilities with Robert F. Kennedy High School under a joint use agreement. Delano Campus' Science and Technology building is the newest facility for Bakersfield College and features state of the art computer and science labs, faculty offices and classrooms.

Weill Institute is located at 2100 Chester Avenue, Bakersfield, CA 93301 in the heart of downtown Bakersfield. This building shares use with the Kern Community College District - the district of which Bakersfield College is a part. The Weill Institute facility is where Bakersfield College houses public safety academics, community education and specialized training.

Bakersfield College's service area is approximately 5,000 square miles - an area roughly the size of Connecticut. To serve this expansive

population, Bakersfield College also operates satellite facilities at Stockdale High School in southwest Bakersfield, at the Olive Drive Training Center in northwest Bakersfield, at the WESTEC (Westside Energy Services Training and Education Center) facility in Shafter, and in Arvin, a community 23 miles southeast of Bakersfield. An array of courses in many disciplines are also available through online- and television-based delivery.

To better meet the needs of the growing community, the Kern Community College District, on behalf of Bakersfield College, recently acquired parcels of land in northwest and southwest Bakersfield. At Enos and Kratzmeyer lanes in northwest Bakersfield is 235 acres of land designated to serve western and northern Kern County. At Bear Mountain Boulevard and Highway 99 is 126 acres of land designated to serve the southeast communities of Arvin and Lamont, as well as the mountain communities to the south. A time line for development of these projects has not been slated.

### **Employees**

Bakersfield College employed more than 800 persons, including full-time and part-time staff, during the 2007-2008 fiscal year. Bakersfield College's employees still fall behind in representing the age and ethnicity of the community that the college serves. In the 2007-2008 school year, less than 150 employees were Hispanic, with the majority of employees, 533 out of 806, being Caucasian. Also represented in employee demographics are African-American (42) and Asian/Pacific Islander (20). Sixty-seven of the employees were non-respondant about their ethnicity.

### **Students**

In the 2007-2008 fiscal year, Bakersfield College enrolled more than 17,000 full-time and part-time students in the each of the fall and spring semesters and approximately 10,000 during the summer semester. Approximately 22 percent of the registered students at Bakersfield College were full-time students, taking at least 12 units of course work. Nearly 90 percent of students received some type of financial assistance. Returning students continue to be the largest segment of the enrollment, with more than 8,000 in Fall 2007. In the fall semester of 2007, there were more than 81 international students attending Bakersfield College on F-1 student visas from 26 different countries. Bakersfield College requires international students to achieve a minimum score of 450 on the paper-based TOEFL (Teachers of English as a Foreign Language) test in order to be admitted. Otherwise, anyone 18 years of age or older is eligible for admission. Persons younger than 18 may enroll with special permission. There were 521 high school students enrolled at Bakersfield College during

2007 and 2008. The average age of Bakersfield College students was around 24. A majority of Bakersfield College students are employed either part-time or full-time.

The demographics of Bakersfield College students continue to be representative of the community that the college serves. In the 2007-2008 school year, more than 14,000 students were Hispanic, with Caucasian students a close second at nearly 12,000. Also represented are students who are Asian/Pacific Islander, African American and American Indian/Alaskan Native.

Current information on student demographics can be found online at [BakersfieldCollege.edu/Marketing](http://BakersfieldCollege.edu/Marketing).

Students attend Bakersfield College for various reasons: to earn an associates degree or a certificate of achievement or specialization; to complete the first two years of a bachelor's degree; to acquire or upgrade skills; or to enjoy personal enrichment classes for lifelong learning.

### **Academic Divisions and Departments**

Instructional departments and programs at Bakersfield College include: Art, Performing Arts, Family and Consumer Education, Business Management, Information Technology, Engineering and Industrial Technology, Agriculture, Public Safety, Fire Technology, Apprenticeship, English, ESL, Social Science, Philosophy, Communication, Foreign Language, ASL, Mathematics, Physical Science, Biological Science, Behavioral Science, Criminal Justice, Allied Health and Health and Physical Education.

### **Program Majors, Degrees, and Certificates**

Programs at Bakersfield College align with the California Community College Chancellor's offices' priorities of professional/technical education and training, transfer to four-year institutions, personal and cultural enrichment, basic skills, and economic development. Students may choose from more than 100 different associate degree and certificate programs at Bakersfield College.

### **Culture and Community**

Bakersfield College serves as a community hub in Kern County. Its 50,000-seat Memorial Stadium is the crown jewel of California community college sports facilities. The 407-seat Indoor Theater and 1,968-seat Outdoor Theater play host to highly regarded dramatic, dance, and musical productions throughout the year, as well as the annual Kern Shakespeare Festival performances each fall. Bakersfield College's Wylie and May Louise Jones Gallery, offering free art exhibitions, has gained a national reputation as a fine contemporary

visual art space. The William M. Thomas Planetarium at Bakersfield College also offers planetarium shows which are open to the public. Bakersfield College's athletic teams for men and women consistently win regional, state, and national recognition for excellence.

### **Fees, Funding and Finances**

As of January 2009, residents of California are charged only \$20 per unit to attend any of the state's public community colleges. The tuition for non-residents of California in 2008 was \$197 per unit. Fees and tuition are subject to change. According to the California Postsecondary Education Commission (CPEC), state expenditures per full-time student in 2006 were \$5,501 for community college students; \$11,004 for California State University students; and \$21,365 for University of California students. The unrestricted, general fund budget for 2008 was \$55.8 million. The restricted funds budget was \$10.5 million.

Current information on fees, funding and finances can be found online at [BakersfieldCollege.edu/Marketing](http://BakersfieldCollege.edu/Marketing).

### **Athletics**

Bakersfield College has 18 athletic teams in nine different sports. These include both men's and women's teams in basketball, track and field, tennis, swimming and golf. Sports which compete against other California community colleges also include football, baseball, softball, volleyball, soccer and wrestling. Admission prices to home athletic events varies.

# Visual Communication Standards



## **Bakersfield College's Brand**

Bakersfield College's brand is more than a logo or tagline to recruit prospective students. It is designed to be a consistent and accurate means of presenting this community college to all constituencies. This visual "trust mark" represents Bakersfield College's promise for what will be achieved by all individuals who interact with the institution—in short, it is a graphic depiction of Bakersfield College's reputation.

A well-developed and clearly communicated brand can influence student preferences, and can help an institution weather crises more easily, build market share and instill a spirit of focus and confidence.

Brand development and maintenance are the responsibility of every individual on campus.

Consistent reinforcement of the brand promise and attributes by all Bakersfield College employees, supporters and representatives can work wonders to establish and perpetuate an institutional reputation in a marketing-oriented world.

## Brand Promise

Bakersfield College promises:

- to provide all students with the competencies necessary for learning and earning
- to increase funding
- to increase operational flexibility
- to require accountability
- to improve our public image and support
- to improve college climate and culture
- to effectively allocate resources

A brand promise is an articulation of what an institution promises to its target audiences—something that the audiences view as an offer with intrinsic and extrinsic value. It rises out of the institution’s mission and vision but focuses specifically on how that mission relates to the individuals it wishes to reach.

To communicate Bakersfield College’s distinctive strengths to key and new constituencies, the college has developed a brand promise that helps articulate the benefits of its community-based heritage and its academic value.

Bakersfield College deliberately maintains an intimate learning environment driven by student needs and accentuated by a highly supportive faculty, staff and administration. Along with a strong educational curricula, this is the heart of the Bakersfield College brand promise.

## Bakersfield College's Traditional Logo

The traditional seal logo, pictured to the right, illustrates a half-knight with laurel leaves in a circular frame. The current Bakersfield College logo of a stacked "BC" image in red and black, replaced the seal in 1995 when the college worked to establish an image which changed along with the community. Now commonly recognized as the college's logo, the stacked "BC" image resonates with the community, students, alumni and potential students.

This logo is not to be broken apart in any instance, and should follow the placement recommendations outlined on the Logo Specifications and Unacceptable Logo Variations pages of this Identity Standards & Media Policy guide.

*All Bakersfield College stationery, marketing materials, print and electronic publications as well as signs are to include this logo.*



## Approved Color Palette

Bakersfield College uses two Pantone Matching System (PMS) colors: PMS 187 (red) and Pantone Process black. These colors, or their four-color process match, are to be used whenever possible, particularly for the logo. Logo may be reversed out as needed. Do not apply tint value or a gradient to PMS 187.

**Bakersfield College red** with matching CMYK, RGB and Web values:



PMS 187 (red)  
Four-color process (CMYK) = 0c, 91m, 72y, 23k  
RGB = 191r, 47g, 55b  
Web = #d21028

**Bakersfield College black** with matching CMYK, RGB and Web values:



PMS Process (black)  
Four-color process (CMYK) = 0c, 0m, 0y, 100k  
RGB = 0r, 0g, 0b  
Web = #000000

## Logo Specifications

The Bakersfield College logo consists of three elements: the stacked “BC,” the spelled-out name and the bar. The size and position relationship between the three elements must not change. No element may be used independently.

Examples of correct usage of the Bakersfield College logo are shown to the right. Incorrect usage examples are shown on the next page.

### COLOR:

#### PMS (Pantone Matching System) colors and four-color process (CMYK) guidelines:

Color is an essential element in our college’s identity. It is important to use the logo in the specified PMS color (or process match of those colors) at all times. When used in color, the “BC” and signature will be in Pantone Process black and the bar beneath the signature will be in PMS 187. *Example on upper right.*

#### One color:

When used in one color, the logo may be created entirely in black or reversed out in white (if on a dark background). The logo should not be printed in any other manner. *Examples on middle and lower right.*

### LAYOUT:

When the logo is used in marketing materials together with photography, illustration, or other typography, the color version must maintain a minimum of 1/4 clear space on all sides. Reversed and single color versions of the logo may be overlaid on simple graphic elements which do not interfere with the integrity of the logo.

ALWAYS include the Bakersfield College website at the bottom of all publications.

The website should be stated as follows only:  
BakersfieldCollege.edu

No less  
than 1/2”  
in height



### ACCEPTABLE LOGOS:



Bakersfield  
COLLEGE



Bakersfield  
COLLEGE



Sample Background

## Unacceptable Logo Variations

DO NOT change the colors of the logo.



DO NOT recreate the logo.



DO NOT place other graphics over or within the required air space with the exception of the white logo.



Wrong

Correct

DO NOT apply special graphic effects to the logo except a shadow.



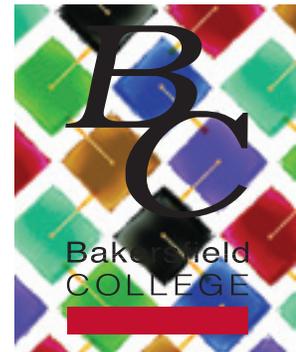
Wrong

Correct

DO NOT alter the composition of the logo elements.



DO NOT reproduce the logo on a densely patterned background or paper.



Always scale up or down proportionately.



Never use a low quality logo.



Never flatten or stretch the logo.



Do not skew the logo.



## Bakersfield College Banner Image

Bakersfield College began incorporating the banner image in order to continue to provide immediate recognition to all publications the college produces. This banner should appear on all printed materials, and should be treated similarly to the stacked “BC” logo. The banner may not appear without the logo. The banner image belongs in the top left corner of the first page of all publications along with the “BC” logo at the bottom in the right corner.

### LAYOUT:

When the banner is used in marketing materials together with photography, illustration or other typography, a minimum amount of clear space must surround the solid banner area. This minimum area is 1/16 inch on all sides.

### Minimum reproductions size:

The Bakersfield College banner may not be reproduced any smaller than 1/4 inch in height.

No less  
than 1/4  
in height



**Bakersfield College**

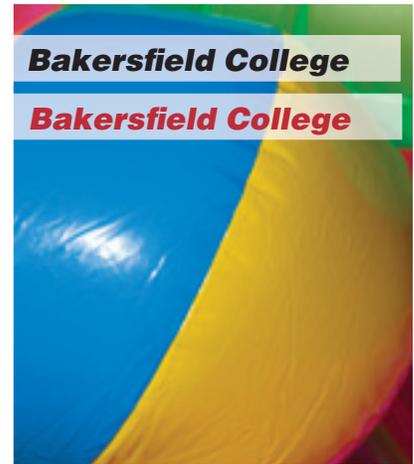
### ACCEPTABLE LOGOS:

**Bakersfield College**

**Bakersfield College**

**Bakersfield College**

**Bakersfield College**



Sample Background

### ALTERNATE BANNERS:

There are no alternate banners which may be used in variation to the Bakersfield College standard banner. As Bakersfield College expands, opportunities for banners specifying the campus site may be developed.

## Acceptable Banner Usage

The official Bakersfield College banner is a long bar, preferably in PMS 187 Red, with “Bakersfield College” reversed out. Whenever possible, the two-color version of the banner should be used, printed in the specified PMS colors or in a process color conversion of those PMS colors when spot colors are unavailable. When restrictions limit the number of colors used, the banner should be presented in black or reverse.

**Primary banner in black and PMS 187 red**

A horizontal banner with a solid PMS 187 red background. The text "Bakersfield College" is centered in a bold, black, sans-serif font.

**Primary banner PMS 187 red and white**

A horizontal banner with a solid PMS 187 red background. The text "Bakersfield College" is centered in a bold, white, sans-serif font.

**Primary banner in black and white**

A horizontal banner with a solid black background. The text "Bakersfield College" is centered in a bold, white, sans-serif font.

**Primary banner in white and PMS 187 red**



**Primary banner in white and black**



**Primary banner in white gradient and PMS 187 red**



**Primary banner white gradient and black**



## Bakersfield College Seal

Use of the Bakersfield College seal is restricted to specific official documents such as diplomas, registrar stamp for official transcripts, program covers for commencement, use by the President's Office and uses to be approved by Marketing and Public Relations or the Graphics Center.

### **COLOR:**

**PMS (Pantone Matching System) colors and four-color process (CMYK) guidelines:**

Color is an essential element in our college's identity. It is important to use the seal in the specified PMS color (or process match of those colors) at all times. When used in color, Bakersfield College name, knight, founded date and laurel leaves will be in Pantone Process black and the outer circle line and inside background will be in PMS 187 red.

### **One color:**

When used in one color, the seal may be created entirely in black, white (if on a dark background) or in PMS 187 red. It is not recommended that the seal be printed in any other manner.

### **LAYOUT:**

When the seal is used in materials together with photography, illustration, or other typography, the color version must maintain a minimum of 1/4 inch in clear space on all sides. Reversed and single color versions of the seal may be overlaid on simple graphic elements which do not interfere with the integrity of the seal.

### **Minimum reproduction size:**

Due to detail, the Bakersfield College seal may not be reproduced in any size smaller than 1-1/2 inches in diameter.



No less  
than 1-1/2"  
in diameter



## Related Logo Guidelines

While these guidelines are meant to promote a unified and easily identifiable market position, Bakersfield College also wishes to encourage creativity and, in general, further all valid marketing ventures. However, some rules are required.

If the communication tool is meant for off-campus marketing, the official Bakersfield College logo must appear in conjunction with and of equal or greater size to any other on-campus logo.

### FOR EXAMPLE:

The Student Government Association is promoting their next election on campus via flyers posted in public areas. In this situation, use of the SGA logo only is acceptable. If, however, the SGA is sending a request to the National Student Government Association to host the next conference, the SGA logo must be used in conjunction with the Bakersfield College logo.

The only departments or clubs that may have their own logo are the Student Government Association, Bakersfield College Foundation and the Norman Levan Center for the Humanities and Medicine as shown to the right.

All other departments or clubs must use the official Bakersfield College logo also shown below in conjunction with any specific department or organization logo.



## Historical Logos

As Bakersfield College continues to maintain and monitor its brand, it is imperative that all marketing materials carry the stacked Bakersfield College logo. In putting forth a consistent marketing strategy that is recognizable by the community, it is imperative that we eliminate previously accepted logos and graphics. We ask you no longer use the logos shown to the right.

### Interlocking BC

The Bakersfield College logo using only the initials BC (in earlier history there was BJC) apparently began with the 1974-75 catalog which showed the initials in lower case. The use of lower case and the two initials standing next to each other continued until 1982 when the first example is found of the interlocking BC in lower case.

The lower case interlocking initials were used from 1982 until 1995. At that time there was discussion on campus that as a college we should not be setting a poor example by using lower case where upper case was proper. As a result, in 1995 the logo was changed to the offset and stacked BC in upper case which is still in use.

### Renegade Knights

Different interpretation of knights are seen on Bakersfield College publications from 1937 until 1956 when the campus moved to Panorama Drive and Clayton Rippey's standing knight, pictured in the mosaic pylon on campus, became the main representation.

The 1967 *Renegade* shows the "half knight" within a circle having the scalloped edge of a seal. The words "Bakersfield College" are in the concentric circles around the edge. The same design was used on the cover and inside of the 1967 *Raconteur*. On the cover the words "Raconteur 1967" were used inside the non-scalloped concentric circles. This half knight appears to have only been used occasionally from 1967 to 1980.

The 1980-81 catalog is the first appearance found of the standing knight in a seal with laurel leaves and the words Bakersfield College. This appears on the catalog, *Raconteur* and *Renegade* from 1980 through 1987. Again different groups on campus used this basic design, putting in the circle the words that identified their group.

The 1987-88 catalog has the reappearance of the half knight with the laurel leaves and the words Bakersfield College. With the exception of anniversary years when different variations of the knight were developed, the half knight has been the predominant, though not exclusive, presentation to appear in a seal form.

*Historical logo information provided through research conducted by the Bakersfield College Archives Association.*



1937 Student Handbook



1967 Raconteur



1980 Catalog



1988 Catalog

# Collateral Materials Standards



## Collateral Materials

All collateral materials should be developed, designed and printed by the Bakersfield College Graphics Center in order to maintain consistency of design, paper and theme. Requests for letterhead, envelopes, note cards and business cards must be directed to the Graphics Center at 661-395-4651.

**Stationery, Envelopes & Letterhead:** Envelopes with the Bakersfield College logo and address and Bakersfield College letterhead are available at the Graphics Center. Stop by to pick up quantities up to 1,000. If you have a need for more than 1,000, please call the Graphics Center as soon as possible to ensure availability.

**Business Cards:** Business cards are available in quantities of 250. Write changes on a business card and send it to the Graphics Center. If you don't have a card to mark up, please stop by the Graphics Center and fill out a form or email the information to [dmoberg@BakersfieldCollege.edu](mailto:dmoberg@BakersfieldCollege.edu). The Graphics Center currently covers business card costs. It takes approximately one week to process a business card order.

**Name Tags:** Name tags are available through the Department of Marketing and Public Relations at 661-395-4251.

Other specialized collateral material, including but not limited to banners, table drapes and signs destined for external use for outreach and marketing purposes must be designed and/or approved by the Graphics Center or the Department of Marketing and Public Relations prior to purchasing.

## Letterhead Style

### Official Letterhead

Bakersfield College has an official letterhead style that should be used consistently among departments and organizations in absence of specific letter head naming the department or organization. This letterhead design can be found on page 25. Official letterhead should be requested through the Graphics Center. There is no charge for generic letterhead.

### Departmental Letterhead

Official departments on campus may use a variation of the official letterhead which names their department. An example of this letterhead design can be found on page 26. Customized departmental letterhead should be requested through the Graphics Center. All departments may have departmental letterhead which is paid for by their department.

### Exceptions

The Bakersfield College Foundation has their own specially-designed letterhead with a list on the left of officers and members.

The Athletic Department has a special letterhead, in addition to their departmental letterhead, with lists on the left side consisting of football accomplishments.

The Student Government Association also has their own letterhead.

No other departments or clubs may have custom letterhead unless approved by Marketing and Public Relations or the Graphics Center.

## Official Letterhead



Size: 8.5 x 11"

Stock: Bright white 24# text

Ink: Black and PMS 187

Typography (address line):  
Helvetica Light

Secondary Font (KCCD line):  
Helvetica Light Italic

*Kern Community College District*  
1801 Panorama Drive • Bakersfield, CA 93305 • BakersfieldCollege.edu • Fax 661.395.4241 • Phone 661.395.4842

## Official Departmental Letterhead



Size: 8.5 x 11”

Stock: Bright white 24# text

Ink: Black and PMS 187

Typography (address line):  
Helvetica Light

Secondary Font (KCCD line):  
Helvetica Light Italic

# Custom Letterhead

Size: 8.5 x 11"

Stock: Bright white 24# text

Ink: Black and PMS 187

Typography (address line):  
Helvetica Narrow Bold

Secondary Fonts (KCCD line,  
custom information):  
Helvetica Light,  
Helvetica Narrow

**Renegade Football...Continue the Tradition!**

**Renegade Football  
A Winning Tradition**

**National Champions**  
1953, 1959  
1976, 1988

**Golden Empire Bowl**  
2004, 2005  
2006, 2007

**Potato Bowls**  
1950, 1955, 1957  
1958, 1960, 1963  
1976, 1979, 1981  
1987, 1988, 1989  
1990, 1992, 1993  
1944, 1955, 1996  
1997, 1998, 1999  
2000, 2001

**So. Calif. Championship**  
1998, 2001  
2006, 2007

**Conference Champions  
Over 20 Times**

**Bakersfield  
COLLEGE**

*Kern Co.*  
1801 Panorama Drive • Bakersfield, CA 93305 • www.bakersfieldcollege.edu • Fax 661

**Bakersfield College Foundation**

**Bakersfield  
COLLEGE**

Jan Bens  
Area Director-External Affairs, AT&T

Scott Blunck  
VP. of Land Development  
Castle & Cooke

Kenneth M. Byrum  
Attorney at Law

Dr. Greg Chamberlain  
BC President

Morgan Clayton  
Pres., Tek-Tec Security

Dr. John J. Collins  
Emeritus Director

Jerry Cook  
Pres., California Sales Academy

Delano Foundation Representative

Richard C. McCrow  
Delano Center Director

Fran Florez  
Consultant, Florez & Florez

Hon. Gary Friedman  
Kern County Superior Court

David S. Gay  
Prudential Bakersfield Realtors

Dr. John Gerhold  
BC Senate President

Chris Hitchcock-Maranda  
BC Classified Representative

Kimberly Horton  
VP/Chief Nursing Officer  
Mercy Hospitals Bakersfield

Ed Knudson  
BC VP. of Student Learning

Rick Kreiser  
Pres., Carney's Business  
Technology Center

Thomas R. Larwood, M.D.  
Physician, Retired

Dr. Mildred Lovato  
BC VP. of Student Learning

Dabbie Moreno  
Pres./CEO, Greater Bakersfield  
Chamber of Commerce

Michael O'Doherty  
VP. Manager, Citizens Business Bank

Rodney Palla  
Dairy Farmer

John Rodgers  
Trustee, KCCD

Vincent Rojas, Jr.  
Pres./CEO, KSFCU

LaMont Schiers  
BC Exec. Dir., Administrative Services

Robert Self  
Honorary Director

Mary K. Shell  
Consultant, Retired

Jack Thomson  
Farmer, Retired

Ken Vaughan  
Partner, Daniels Phillips  
Vaughan & Bock

E.J. Voland  
Pres./CEO, Aera Energy LLC, Retired

**OFFICERS:**  
David Gay, *Chair*  
Ken Vaughan, *Vice Chair*  
LaMont Schiers, *Treasurer & Secretary*

**FOUNDATION STAFF:**  
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661-395-4850

*Kern Community College District*  
1801 Panorama Drive • Bakersfield, CA 93305 • www.bakersfieldcollege.edu • Fax 661.395.4628 • Phone 661.395.4273

## Official Envelope

Please contact the Bakersfield College Graphics Center at 661-395-4651 for generic envelopes (above) or departmental envelopes personalized for specific departments.

Size: 4 1/8 x 9.5"

Stock: Regular #9 White

Ink: Black and PMS 187

Typography: Helvetica Light 8 pt

Bulk mail indicia is an art file that should be placed in the top right hand corner of the envelope.



## Official Departmental Envelope

Please contact the Bakersfield College Graphics Center at 661-395-4651 for a price quote on custom departmental envelopes.

Size: 4 1/8 x 9.5"

Stock: Regular #9 White

Ink: Black and PMS 187

Typography: Helvetica Light 8 pt



Bakersfield  
COLLEGE

Office of the President

1801 Panorama Drive, Bakersfield, CA 93305

## Official Business Card

This card should NOT be designed or produced off campus. Call the Bakersfield College Graphics Center at 661-395-4651 for business cards.



Size: 2" x 3.5"

Stock: 100# Xerox Uncoated  
Cover

Ink: Black and PMS 187

Typography:  
Name and main phone number,  
Helvetica Bold.

Title and Department:  
Helvetica Light Oblique

Address, fax, cell and email:  
Helvetica Light

## **Official Name Badge**

Name badges can be ordered online at the Department of Marketing and Public Relations website.

# Written Communication Standards



## Written Communication Standards

Every letter, e-mail, phone call and voice mail message enhances the perception of an organization. The tone, word selection and level of sophistication projected in communication become synonymous with the organization in the receivers' mind. It is essential that Bakersfield College be represented in a consistent and professional manner.

The Written Communication Standards have been developed to ensure that the Bakersfield College name will be representative of the quality education, friendly service, commitment to students and results-focused approach that is inherent in this college and its employees.

The most important Written Communication Standard is to *spell check* your work.

Information in this section provides valuable guidelines for:

- Typography
- Editorial Guidelines
- Editorial Guidelines Specific to Bakersfield College

## Typography

The primary font used in the Bakersfield College Identity Standards & Media Policy Guide is Times New Roman. This serif font is used for general correspondence.

The supporting font for the identity is Arial. This is a sans-serif font that provides contrast to Times New Roman.

These are samples of approved fonts that can be used as headlines, subheads and text and are available through all standard desktop publishing programs. These fonts must never be used as substitutes for the official word mark in the logo.

### Font Sizes

Care should be taken when selecting the font and its size to ensure legibility by all readers. General guidelines for recommended font face and size are:

#### Body Copy

Times New Roman, 11 pt

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890  
!@#%&\*()-=+`~:;'"<,>.?/[{}]\

*Times New Roman Italic, 11 pt*

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890  
!@#%&\*()-=+`~:;'"<,>.?/[{}]\*

**Times New Roman Bold, 11 pt**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890  
!@#%&\*()-=+`~:;'"<,>.?/[{}]\**

***Times New Roman Bold Italic, 11 pt***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890  
!@#%&\*()-=+`~:;'"<,>.?/[{}]\***

#### Sub-headings and Captions

**Arial, 12 pt or greater**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890  
!@#%&\*()-=+`~:;'"<,>.?/[{}]\**

## Editorial Guidelines

The following guidelines apply to all external, and most internal communications. By and large, they are culled from the “AP Style and Usage Guide.” Questions or concerns regarding editorial style should be addressed to the Department of Marketing and Public Relations at 4251 or Marketing@BakersfieldCollege.edu.

### A

**academic degrees.** Use an apostrophe in *bachelor’s degree* and *master’s degree* but not in *associate degree*.

**academic departments.** Capitalize the names of departments except when used in a person’s title: *She’s a professor in the Physics Department. “Newton had it wrong,” said physics professor Vector Torque.* Capitalize when “department” is omitted if the field is used to mean the department: *She holds the chair in Physics.* Lowercase when used as a general field: *She is a leader in physics.*

**academic titles.** Capitalize and spell out formal titles such as professor or dean when they precede a name. Lowercase elsewhere: *Dean John Smith; Jane Jones, professor and department chair.* Avoid using courtesy titles (Ms., Mr.).

**advisor.** NOT adviser.

**addresses.** Use the abbreviations Ave., Blvd., Rd., St., and Dr., etc., only with a numbered address: *2212 21st St.; 202 N. Chester Ave.* Spell out and capitalize when they are part of a formal street name without a number: *Panorama Drive.*

**ages.** Always use numerals: *a 1-year-old child*, but *the child is 1 year old. The student, 19, has a brother. The student is in his 20s.*

**a.m., p.m.** Always lowercase, with periods.

**ampersand (&).** Do not use in text unless part of a title, company name, etc.

**assistive.** Use in regards to the DSP&S department “Assistive Technology Specialist” job titles and within their printed materials only.

**associate degree.** Do not use an apostrophe when using the shortened form of the Associate of Arts and Associate of Science degrees.

### B

**bachelor’s degree.** Use apostrophe when using the shortened form of the Bachelor of Arts and Bachelor of Science degrees.

**Board of Trustees.** Use *Kern Community College District Board of Trustees* on first reference, then as *Board or Trustee(s)* on subsequent references. *The Kern Community College District Board of Trustees approved the minutes from the June meeting. Jim is a Trustee. The Board approved the minutes.* (NOTE: capitalization differs from AP style rules.) The same convention does not hold for other councils, boards or committees, however.

**bought.** Serves as both past and past-participle of “buy”: *I bought the car. I have bought the car.*

## C

**capitalization.** Academic writing has a tendency to overcapitalize. Use capitalization sparingly.

**catalog.** It’s *catalog*, not catalogue or cataloge. Do not capitalize.

**chair.** Not chairman, chairwoman, chairperson. Capitalize before a name.

**city.** Capitalize when referring to the official title of city government, such as *City of Bakersfield*.

**college.** Uppercase when referring to Bakersfield College as a noun: *A richly personalized education is part of the College’s mission.* Lowercase when referring to any other college, or when used as an adjective: *Downtown Chester College said the college is on track to reach its enrollment target. The college campus is lovely.* (NOTE: capitalization differs from AP style rules.)

**comma.** Generally, the last element in a simple series does not require a comma before the “and”: *John, Paul, George and Ringo walked on stage.* A comma should be used, however, if separating the last element from the one prior either eliminates confusion or sets it more obviously apart. Also add the comma if the second-to-last element also includes a conjunction: *We walked into town, drank coffee and read magazines at the bookstore, and went to the museum.*

**committees.** Capitalize full name of committee: *Renegade 2012 Committee, Assessment Committee,* but lowercase second references: *The committee met today.* Also: *Student Government Association, Administrative Council.*

**course titles.** Capitalize when using a formal name. Lowercase when using the generic term. *She signed up for Underwater Basket Weaving to learn how to weave baskets underwater. She also signed up for Geology because she was majoring in geology.*

**courtesy titles.** Avoid using such titles as Mr., Mrs., Miss, and Ms. Dr. is acceptable, however.

## D

**dates.** Always use Arabic figures, without st, nd, rd, or th. Set off day and year with commas: *He was born May 25, 1950 in Madison.*

**days of the week.** Do not abbreviate days of the week unless necessary for a tabular format.

**disabled, handicapped, impaired.** In general, do not describe an individual as disabled or handicapped unless it is clearly pertinent to a story. When such words are used, never use them as modifiers before the noun.

- **RIGHT:** *The person with disabilities was speaking.*
- **WRONG:** *The disabled person was speaking.*

## E

**ellipsis (...).** Use three dots (no spaces between them, but a space on each side) to signify that something has been left out of a direct quote or that the writer is leaping from one topic to another. A complete sentence will have its own period, followed by a space, then the three dots, space and next sentence. *“It is imperative that we mow the grass each and every day because it grows. ... Lawn mowers are the best way to mow the grass.” said Shrub Green, chair of the Plant Science department.*

**e-mail.** email is not technically incorrect, but *e-mail* is the preferred format. Lowercase “e” required.

**em dash.** The em dash is roughly the width of the letter m. The em dash often demarcates a parenthetical thought—*like this one*—or similar interpolation. Em dashes should be used without spaces.

**emeritus.** An honor sometimes earned upon retirement. Examples: Single person, by gender and placement: *Professor Emeritus John Smith; President Emerita Jane Doe; Jane Doe, professor emerita*. Multiples by gender: *professors emeriti* (for all men or mixed group); *professors emeritae* (for all women). Reference to all the faculty and staff who hold emeritus status is, simply, *the emeriti*.

**en dash.** The en dash is roughly the width of the letter n. The en dash is used in ranges, such as *6-10 years*, read as “six to ten years”. En dashes used to connect words do not have spaces around them.

**extension.** For telephone numbers, use *ext.* followed by a space and the four-digit number. Use only on internal documents. Full phone number is required on all external communication.

## F

**fall, fall break, fall semester.** No caps.

**fiscal year.** Bakersfield College’s fiscal year runs July 1 through June 30 and carries the numerical designation of the latter year, i.e., July 1, 2008, through June 30, 2009, constitutes fiscal year 2009.

**flier.** NOT flyer when referring to a handbill.

**full time/full-time.** Hyphenate as a compound modifier. *She is a full-time faculty member who works at the Ag Lab full time.*

**fundraiser, fundraising.** One word.

## G

**GED.** Refers to the general educational development test, the examination to provide academic certification to those who did not complete high school. Use abbreviation on second reference.

**grades.** Use without quotation marks. *The student earned an A in physics.* Use an apostrophe in the plural form to avoid confusion: *Peggy earned three A’s this semester.*

## H

**home page.** Two words.

**hyphen.** In general, use a hyphen when making compound adjectives, especially when the meaning might otherwise be misinterpreted: *He was awarded a long-term contact.* EXCEPTIONS: Do not use a hyphen following adverbs that end in “-ly” or with “very.”

## I

**ID.** Use the spelled-out form *identification*. Do not use periods.

**Internet.** Capitalize when used as a noun, lowercase when used as a modifier: *He loved the Internet. His internet skills were formidable.*

**italics.** Use with magazine articles and newspaper headlines.

## J-K-L

**legislative titles.** Use *Rep.*, *Reps.*, *Sen.*, and *Sens.* as formal titles before one or more names in text. Spell out and lowercase *representative* and *senator* in other uses.

**legislature.** Capitalize when preceded by the name of a state: *the California Legislature*. Retain capitalization when the state name is dropped but the reference is specifically to that state’s legislature. Lowercase legislature when used generically: *No legislature has approved that amendment.*

**lifelong.** One word, no hyphen. *Levan Lifelong Learning Institute*

## M

**magazines.** Use quotation marks around magazine titles. Italicize magazine article titles.

**money.** Use the dollar sign: \$10, \$1,000, \$90,000 (not \$90 thousand). Use exact figures up to \$1 million. On figures more than \$1 million, use: *\$1 million*, *\$2.7 million*, *\$6.28 billion*. With ranges of amounts, don’t drop designators such as million.

- **RIGHT:** *\$8 million to \$10 million*

- **WRONG:** *\$8 to \$10 million*

**myriad.** When used as an adjective meaning “an indefinitely great number of persons or things,” it does not require the word “a” before it or “of” before the associated noun: *There are myriad reasons to proceed.*

## N

**names.** On first reference, use the person’s full name (first, last name, and title): *Dr. Hopalong Cassidy*. On second reference, use only the last name, without title: *Cassidy*. (NOTE: For informal, internal documents, first names may be used on second references.)

**No.** Use as the abbreviation for number in conjunction with a figure to indicate position or rank: *No. 3 choice*.

**numerals.** Spell out whole numerals below 10; use figures for 10 and above. For ordinals, spell out first through ninth and use figures for 10th and above.

## O

**office.** Capitalize office when it is used as part of a formal title: *Office of Academic Affairs*. Lowercase all other uses, including phrases such as: *the office that promotes the college*. Ditto for *department*.

**online.** One word, no hyphen.

**orient, oriented.** NOT orientate, orientated.

**over.** Use only as a preposition: *The Student Services building is over there*. When quantifying an amount, use more than. *More than 2,500 students are attending class at Delano Campus this semester*.

## P

**part time/part-time.** Hyphenate as a compound modifier. *She works part time. He is a part-time employee*.

**percent.** Always spell out; do not use the symbol (%) unless in a table or spreadsheet. When showing a range of percentages use the word with both numerals. For example, *between 5 percent and 10 percent*.

**period.** One space after periods. Two spaces after a colon.

**prior to.** “Before” is preferred.

**professional titles.** Generally, titles are not capitalized unless used as part of a person’s name, but departments are still capitalized: *Vice President for Advancement Affairs Tim Coursework; Tim Coursework, vice president for academic affairs*.

## Q

**quotation marks.** Use quotation marks around magazine titles. Do not use quotation marks with grades. Periods and commas always go within the quotation marks.

## R

**re-.** Generally, no hyphen is necessary: *redirect, restate, revise, Renegade*. Unusual uses should add the hyphen: *re-tape, re-fricasee*.

## S

**school districts.** Spell out the full name on first reference: *Bakersfield City School District*. When referring to more than one school district, use lowercase when spelling out independent school district: *Rosedale and Greenfield school districts*.

**seasons.** Do not capitalize *winter, spring, summer, or fall* unless it is part of a formal name: *Winter Olympics*.

**semester.** Lowercase, such as *fall semester, spring semester, summer semester*.

**session.** Periods during a semester that mark the beginning and end of a class. For example, *12-week session*.

**sexism.** Current practice requires masculine pronouns not be used for generic references to non-gender-specific persons. Avoid the problem by pluralizing the reference or eliminating the pronoun whenever possible.

- **RIGHT:** *Students may check their records. A student may check his/her record.*
- **WRONG:** *A student may check his record.*

**spaces.** One space after all punctuation except a colon, where two is used.

## T

**teacher.** Preferred college style is to use the term *faculty*, *adjunct faculty*, *instructor* or, if applicable, *professor*.

**telephone numbers.** Use hyphens to separate parts of a phone number: *661-123-4567*. No periods or parenthesis. Usage on business cards and letterhead is the only exception.

**time.** Use figures: *11 a.m.*; *3:30 p.m.*, except for *noon* and *midnight*. Omit “:00” following the hour. For a range of time: *10:15 a.m. - 1 p.m.*, *3 - 5 p.m.*

**they, their.** Be careful when using as a pronoun, as these refer to groups of people and not individuals: *The softball team had their best season on record*. References to individuals should either be gender-specific (*his gloves*, *her sunglasses*) or gender neutral: *One who ventures into the LA Building basement risks losing his/her mind*.

**transfer, transferred, transferring.** One “r” in *transfer*. Two “r’s” in *transferred* and *transferring*.

**Trustee.** Capitalize when referencing a Kern Community College District Trustee. Lowercase in other instances. (NOTE: Differs from AP style rules.)

## U

**under.** Preferred use is as a preposition; use *less than* or *fewer than* to describe quantities.

**United States.** Spell out the name of the country when it stands alone; use U.S. when it is a modifier: *U.S. Air Force*.

**URL.** Capitalize and use without periods when referring to a Universal Resource Locator, the address of a website.

**utilize.** Use is strongly preferred.

## V

**vice.** Use two words: *vice chair*; *vice president*. Do not capitalize unless preceding a name as part of a title: *Vice President Gomez*.

**videoconferencing.** One word.

## W

**Web.** Uppercase when used as a noun: *The Web*, otherwise lowercase: *web*, *webmaster*, *website*, *webpage*.

**web addresses.** Eliminate all extraneous portions of address, such as *http://* and, often *index.htm* and forward slash at end of URL. However, do verify before publishing as some sites require this information.

- *Right: BakersfieldCollege.edu/admissions*
- *Wrong: http://www.BakersfielCollege.edu/admissions/index.html*

**-wide.** No hyphen: *campuswide*, *citywide*, *collegewide*, *countrywide*, *statewide*, *worldwide*.

## X

**X-ray.** The radiological term takes a capital X and a hyphen. Preferred use is: *Radiologic Technology*.

## Y-Z

**ZIP codes.** Use all-caps *ZIP*, but always lowercase the word *code*.

## Editorial Guidelines Specific to Bakersfield College

The following guidelines are specific to Bakersfield College and may deviate from established guidelines. Questions/concerns regarding style should be addressed to the Department of Marketing and Public Relations at 4251 or Marketing@BakersfieldCollege.edu.

### abbreviations.

As a general rule, avoid abbreviations, except for those which are always abbreviated. Do not use: *dept.*, *gov't.*, *w/o*, *Thurs.*, *thru* or *yr.*

Do not use “BC” for Bakersfield College at any time.

Spell out names the first time they appear in a document, and place the abbreviation in parentheses after the name. Use the abbreviation thereafter. *Bakersfield College’s Faculty Chairs and Directors Council (FCDC)*.

Preferred abbreviations and official department or office titles for second-use instances:

SGA: Student Government Association

ASL: American Sign Language

BOGW: Board of Governors Waiver (of enrollment fee)

CalWORKs: California Work Opportunity and Responsibility to Kids

DSP&S: Disabled Student Programs and Services

EOP&S: Extended Opportunity Programs and Services

ESL: English as a Second Language

FTE: Full-Time Equivalent

IS: Information Services

MEChA: Movimiento Estudiantil Chicano de Aztlan

PIN: Personal Identification Number (PIN Number is redundant.)

PIO: Public Information Office

ROP: Regional Occupational Programs

TOEFL: Teachers of English as a Foreign Language (and title of a test)

**descriptive statement.**

*Bakersfield College was founded in 1913. The College covers nearly 5,000 square miles and includes the Bakersfield metropolitan area. In addition to a 153-acre campus on Panorama Drive, the College operates satellite centers in Delano and Arvin, as well as southwest, northwest, and downtown Bakersfield. Bakersfield College is the largest of the three community colleges in Kern County, with a student population exceeding 18,000 each semester. Bakersfield College offers more than 100 degree and certificate programs.*

**logo mark.**

Should be printed on all publications with external distribution and on other materials representing Bakersfield College to the public, including, but not limited to, signs, banners, clothing and vehicles.

**mission statement.**

*With its heritage as a foundation and an eye toward the future, Bakersfield College provides the high quality education necessary for students to thrive in a rapidly changing world.*

**names.**

Use *Bakersfield College* or *Kern Community College District*. Do not abbreviate *Bakersfield College*. You may refer to Bakersfield College on subsequent references as *the College*. Spell out *Kern Community College District* on first reference, place the acronym in parenthesis (*KCCD*) and use acronym in rest of document or replace with *the district*.

When referring to Bakersfield College's campus in Delano, it may be called *Bakersfield College Delano Campus* on first reference and *Delano Campus* on subsequent references.

When referring to an individual satellite campus, it may be called *Bakersfield College (location)*, such as *Bakersfield College Weill Institute*.

**nondiscrimination statement.**

Should be included in all publications with external distribution. *Bakersfield College offers equal educational and employment opportunities regardless of sex, race, color, religion, ancestry, age, marital status, sexual orientation, national origin, or disability.*

**titles.**

Full names and academic degrees of individuals are listed in the catalog.

In directories and in most other publications, the preferred first or middle name and the last name are used, plus the title *Dr.* when applicable. No other courtesy titles are to be used.

Exceptions include letterhead and business cards where the highest degree, initials and professional accreditation may also be listed.

If *Dr.* is used, the appropriate suffix *Ed.D.*, *Ph.D.* should not be used. Use one or the other to avoid redundancy.

Department heads are chairs, not chairmen or chairwomen.

Degrees should be listed as *Associate of Arts* or *Associate of Science*. You may also use *associate degree* (notice no apostrophe or “s” is used). Certificates should be listed as *Certificate of Achievement* or *Certificate of Specialization*.

Titles of books, magazine articles, plays, newspapers, movies and television programs should be italicized.

Put quotation marks around titles of shorter works, such as short stories, articles, poems, songs and chapter titles.

**titles of campuses.** Panorama Campus. Delano Campus. Weill Institute. WESTEC. Stockdale High School.

**tuition / fees.**

California residents pay *fees* in the amount of \$20/unit (as of Spring 2009).

Out of state students pay *tuition* of \$197 per unit (as of Spring 2009).

# Media Relations Policy



## Media Relations

Effective communications with the media are critical to Bakersfield College's ability to carry out its mission and promote continued support for the college. Effective media relations best serves the college by:

- Informing the public of what we can do for them
- Promoting the College's achievements, activities and events of significance
- Expanding the general visibility of the College

Ensuring that accurate information is conveyed to the public regarding incidents and issues of a controversial and/or sensitive nature

## **Media Relations Policy**

The preparation and release of all information and publicity concerning the College, intended for distribution to the media, is coordinated by the Department of Marketing and Public Relations, unless otherwise authorized by the president.

The director of Marketing and Public Relations serves as the official college spokesperson and conveys the official college position on issues of general college-wide impact or significance or situations that are of a particularly controversial or sensitive nature. Inquiries from the media about such issues should initially be referred to the director of Marketing and Public Relations.

Depending on the specific circumstances, another college administrator may be designated to serve as spokesperson on a particular issue.

In cases of critical significance to the College, the director of Marketing and Public Relations will work with other college officials to develop “talking points” to detail the known facts of the situation and summarize the College’s position.

In the event of a crisis or emergency situation, the director of Marketing and Public Relations will handle all contacts with the media, and will coordinate the information flow from the college to the public. In such situations, all campus departments should refer calls from the media to the Department of Marketing and Communications.

## Media Referrals for Employees

All reporters requesting information about the College by telephone, letter, fax, e-mail or personal visit must begin their inquiry with the Department of Marketing and Public Relations. The department will refer the reporter to the appropriate college representative if questions cannot be completely answered. In such cases, Marketing and Public Relations will telephone the designated college representative immediately if a reporter is referred. The reporter's name, media organization, and as much information as possible, including the nature of the news topic and questions that could be expected, will be provided. If necessary, Marketing and Public Relations will coordinate a time and place for the reporter to interview the college representative.

Any employee who has been contacted by a reporter and has not received a media referral notice from the Department of Marketing and Public Relations must refer the reporter's request back to the Department of Marketing and Public Relations as follows:

*"Have you talked with our Department of Marketing and Public Relations about this? Let me connect you with their office. Thank you."*

Transfer telephone inquiries from reporters to extensions 4256 or 4251.

If a reporter comes on campus to do a story and they have not been cleared by the Department of Marketing and Public Relations, the reporter shall be directed to visit the department's office in Administration 3.

## Working with the Media

Members of the faculty and staff are free to respond to requests from the media only when referred by the director of Marketing and Public Relations. In the case of direct contact from the media, the director of Marketing and Public Relations should be notified as soon as possible to inform him/her of the contact. Such notification can be particularly important if follow-up inquiries are made with other college personnel to ensure a coordinated, consistent college response. Media inquiries should be referred to the director of Marketing and Public Relations immediately if they involve issues with college-wide significance and/or are of a controversial or sensitive nature.

The Department of Marketing and Public Relations promotes the college through press releases regarding special accomplishments, events and activities, programs, and plans. All releases intended for off-campus or external audiences should be developed and distributed by the director of Marketing and Public Relations.

The sole exception to this policy lies in the area of athletics, where press releases and media contacts regarding the athletic programs are handled by the Athletic Director, or an individual designated by that office.

When public relations assistance is needed, individuals should contact the department of Marketing and Public Relations and submit their information a minimum of six weeks prior to the event date. This lead time will allow for development, editing and distribution of public relations materials.

Since positive media solicitation is an integral element of the college's communications program, any ideas for articles or pieces that would positively portray the college, its work or its community should also be directed to the director. Likewise, Marketing and Public Relations should be notified immediately about negative occurrences or rumors that are likely to rise to the level of a news story.

Localization of a regional, national or international news story means that Bakersfield College is frequently called by the media for a subject matter expert. Bakersfield College faculty are a ready resource for the local media to speak to about how news affect the community.

## Media Basics

When an employee receives a media referral to serve as a source of college information, the following basic media rules should be followed:

1. Return the reporter's call. Do not just not call back.
2. Respond in a timely manner. Many newspaper and television reporters operate on a tight deadline, so plan to return the call within an hour of receiving the referral. Calling a reporter back today or tomorrow may mean the difference between coverage or no coverage.
3. Know the facts. Be prepared. If it is necessary to look up information, take the reporter's name and telephone number and call back. If the answer to a question is not known, say so. "I don't have the answer to that question. Allow me to call you back with that information." Either call the reporter back once you've found the information or refer the reporter to the Department of Marketing and Public Relations for further assistance.
4. Stick to the facts. No opinions, guesses or speculations allowed.
5. Never mislead or exaggerate the facts.
6. If a touchy question is asked, don't panic. Answer in your own time.
7. Be polite and courteous, no matter the reporter's behavior.
8. If a reporter conducts an interview on campus, the meeting should take place in a private area. If the interview is to be held in an office, hold telephone calls and other distractions.
9. Never say "no comment." Give the reporter the reason you cannot comment. "Bakersfield College cannot release student information due to the guidelines imposed by the Federal Education Rights and Privacy Act."
10. Never go off the record. Nothing is ever off the record.
11. Reporters will often use silence to get you to say something. When they get quiet, stay quiet as well.
12. Stay away from jargon and acronyms.
13. It is not necessary to answer everything.
14. Don't ask when the story will air or run. Many times the reporter doesn't know.
15. Don't ask to see the story before it runs.
16. Don't give reporters college documents. These must be requested through the Department of Marketing and Public Relations.
17. Never release employee personal contact information.
18. Never release student personal contact information, records or class schedules.
19. All questions about the district and its operations should be directed to the Department of Marketing and Public Relations for forwarding.

## Legal Guidelines

### FERPA

Bakersfield College is bound by requirements and guidelines of the Freedom of Information Act (FERPA), as well as other federal and state statutes in providing public and media access to official college documents and records. In general, college employees are not authorized to mail or hand out written information and document to a reporter. All requests for official documents must be made through the Department of Admissions and Records by letter, form, email or fax. Freedom of Information requests should be directed to the Department of Marketing and Public Relations.

### Cleary ACT

The Jeanne Cleary Disclosure of Campus Security policy and Campus Crime Statistics Act, as a part of the Higher Education Act of 1965, is a federal law that requires colleges and universities to disclose certain timely and annual information about campus crime and security policies. All public and private institutions of postsecondary education participating in federal student aid programs are subject to it. The act includes procedures and policies on:

- Crime Reporting
- Crime Prevention
- Substance Abuse
- Sexual Offenses
- Crime Definitions

## Emergency/Crisis Communications

Crisis communications have a lasting impact on institutional reputation and public support. How well we convey our message to the public greatly depends on what is reported to the news media. This is especially true in a crisis, during which the news media is the primary means of communication to our constituencies. Because of the emotions that usually accompany crises, images formed from crisis reporting are especially important in shaping long-lasting public impressions of the institution.

In the event of a major crisis on campus, it is essential that an effective communications plan be put into effect to disseminate timely, accurate information and to ensure that inquiries are routed to the appropriate sources. All media inquiries during a crisis should be directed without question to the Public Information Officer in the Incident Command System structure—typically the director of Marketing and Public Relations for Bakersfield College.

The director of Marketing and Public Relations is responsible for the development and dissemination of all college communications in the event of a campus emergency. This includes internal communications with students, faculty and staff, as well as communications with the media. The priority will be on maintaining timely and open communications with the media, providing complete and accurate information that has been confirmed about the emergency situation and the college's response to the crisis at hand. Communications with the media will be frequent throughout the duration of the emergency situation. The Bakersfield College website will be utilized as a key medium for updating our campus community and the public on the details of the emergency situation and actions we are taking to address all related issues.

A media center will be established in the event of a widespread campus incident/disaster. The media center will include workspace for media personnel, electricity, telephones, Internet connections, campus and community directories, and maps. A media pool of representatives from print and broadcast media outlets may be appointed to establish rules of conduct for the media.

In a campus emergency, faculty, staff and students have a right not to speak with the media. The media has the same access to campus as any other member of the community, so it is important, especially during a crisis or emergency, to be vigilant about what you say and who you are saying it to. Any situation where individuals feel a reporter has abused their rights should be reported to the director of Marketing and Public Relations.

A communication information center may also be established, if a high volume of incoming phone calls are expected.



Bakersfield College *Identity Standards & Media Policy*  
4/14/2009

Questions:  
Department of Marketing and Public Relations  
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