
Granite State College

MAJOR EVENTS, DIGNITARY VISITS, AND MEDIA INQUIRIES

When opinion leaders visit Granite State College, their experience can have a profound effect on the perception of our institution. It's a wonderful opportunity that carries with it an important set of responsibilities.

Major Events

When spearheading a high-profile event, your department is encouraged to get in touch with the Communications and Marketing Department to ensure that your plans are well-aligned with the institution's public relations goals and brand standards.

Definition

Please contact with the Communications and Marketing Department if your event that fits the criteria below:

- *Media has been informed of the event*
- *It has been advertised in a major publication*
- *You're expecting 20 or more attendees, including individuals that are not affiliated with GSC*
- *A dignitary will be in attendance*
- *GSC's President is speaking*

NOTE: the sponsoring department remains in control of the planning, implementation, and overall management of its event—Communications and Marketing provides support to ensure that the College's public image is supported.

Protocol

Contact the department at least six weeks prior to your event. This will provide ample time for the Communications and Marketing team to learn about your goals and make recommendations.

Dignitaries

It is always an honor when a dignitary visits GSC! The items below will help us maximize this opportunity and help prepare GSC staff.

Definition

A dignitary is a person of high position or rank. Examples include:

- *President of the United States or his or her affiliates*
- *Member of U.S. Congress*
- *Presidential Candidate*
- *New Hampshire Governor*
- *New Hampshire Senator*
- *Member of the New Hampshire State Legislature*
- *Industry Leaders (President, CEO, etc.), considered dignitaries on a case-by-case basis*

Protocol

Inform the Communications and Marketing team ***as soon as possible***. This will empower the department to field media inquiries and update GSC's Office of the President.

Media Inquiries

Typically, media contacts will reach out to the Communications and Marketing Department or the Office of the President. In the event that a campus is contacted directly, please inform the Communications and Marketing team ***as soon as possible***. In case of an emergency, the VP for Student and Administrative Services is an appropriate secondary contact.