

ACCESS TO MAILING LISTS, PHOTO FILES AND ARTWORK
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The Marketing and Communication Office Department develops and maintains complete mailing, telephone and FAX lists of all the Monterey Bay Area news media. Mailing lists for community college journals and other publications also are maintained for use in disseminating information about college programs, policies and personnel. These lists are generally available only to departments which need them for official college communications.

The Marketing and Communication Office Department provides a news clipping service for the college, developing and maintaining files of news stories and feature articles which are printed in local newspapers and magazines. Reference materials, including color charts, books of clip art, and various publication guides are available in the Marketing and Communication Office Department for use by any college member for college business. Access to these resources is restricted to in-office use.

The Marketing and Communication Office Department develops and maintains an inventory of photographs for use in publications and promotions. These photographs are available only for official college use, and are not ordinarily released for non-college purposes. Exceptions may be made by the Superintendent/President. Photographs are the exclusive property of Cabrillo College, whether they are purchased from outside photographers, produced by staff members, or donated to the college by volunteers, students, faculty, or community members. In most cases, photo credits are not given, and no royalties are paid for photos purchased for publication.

The Marketing and Communication Office Department develops and maintains files containing background information about individual college programs and, with their permission, about individual faculty and staff members. These files are resources for Marketing and Communication Office Department staff members, who use them for developing feature and news stories and in various college publications. Faculty and staff give permission for unlimited use of file information at the time that they provide the background materials.