**Public Relations Policy**

The mission of the Public Relations Department of the Dauphin Island Sea Lab is to connect the community to the research, education, and outreach provided by University Programs, Discovery Hall Programs, and the Alabama Aquarium at the Dauphin Island Sea Lab. The Public Relations Department will uphold the mission of the Dauphin Island Sea Lab in all materials released to the media and the public.

*Dauphin Island Sea Lab Mission:*

*The Dauphin Island Sea Lab’s vision is to become a center for transformative U.S. oceanic and coastal research and education.*

**Interview Requests:**

All interview requests should be addressed to the Public Relations Department. Requests should include inquiring outlet, topic to be addressed, interviewee preferences, and deadline. In the instance, the Public Relations Department is unavailable, requests should be sent to the Executive Director’s office.

For all granted interviews, the Public Relations Department requests a copy of printed or digital materials.

**Photo/Video:**

All photos/videos taken by or submitted to the Public Relations Department are property of the Dauphin Island Sea Lab. Submitted items should include photographer, date produced, and information pertaining to content in submitted photo and/or video.

Media Requests for photos and/or video will be handled through the Public Relations Department. All content provided to media for broadcast, print, and digital reproduction should include credit to the Dauphin Island Sea Lab.

**Social Media:**

The Public Relations Department will oversee all social media accounts connected to the Dauphin Island Sea Lab. The focus of each social media account is outreach to the community to share the work, people, and awards related to the Dauphin Island Sea Lab and its programs.

Current social media accounts include: Dauphin Island Sea Lab Facebook, The Alabama Aquarium at the Dauphin Island Sea Lab Facebook, Discovery Hall Programs Facebook, University Programs Closed Group Facebook, Manatee Sighting Network Facebook, Research Experience for Undergraduates Facebook, @disealab Twitter, @disealab Instagram, Dauphin Island Sea Lab LinkedIn, and Dauphin Island Sea Lab YouTube Channel.

Administrators for each account will be appointed via the Public Relations Department.

Requests for additional social media account creation must be submitted to the Public Relations Department. The request must include type of account, reason for account, and desired name for the account.

**Media Release:**

All groups and students taking part in Dauphin Island Sea Lab activities via University Programs and/or Discovery Hall Programs will be requested to complete a media release. The release allows for individuals and groups to be filmed for promotional purposes relating to the Dauphin Island Sea lab. Promotional purposes include social media posts, website content and media requests.

**Website:**

The main DISL website resides at [http://www.disl.edu](http://www.disl.edu/). This policy applies to the main site and all subdomains of disl.edu.

The website is an asset for marketing, branding, and outreach of the Dauphin Island Sea Lab. For the public image of the Dauphin Island Sea Lab to be effective and recognizable, it must be presented consistently across all media.

Website content will be managed in coordination with the Public Relations and IT Departments. Requests for a new URL or subdomain will be considered on a case-by-case basis by the Public Relations Director. The requesting department must present reason why an existing URL or subdomain would not be appropriate for that audience.

**Meeting and Events Policy:**

A request to use facilities on the Dauphin Island Sea Lab campus must be submitted through the Event Coordinator’s office no later than two weeks prior to the event date.

The event request must include the date, time, a point of contact, and details of the event. Any use or mention of the Dauphin Island Sea Lab name or logo cannot be used in conjunction with the event without written permission from the Public Relations Director. All videos and pictures which include the Dauphin Island Sea Lab name or logo must be approved before distribution to the public.

All directional location information must be distributed as the ‘building name’ on the Dauphin Island Sea Lab campus.

**Logo:**

The Dauphin Island Sea Lab logo establishes brand recognition. Any adjustment to the logo for DISL departments must be reviewed by the Public Relations Department. The style guide produced in 2021 should be referenced for all updated logo and branding guidelines.