

Old text is in *italics* and ~~struck through~~; new text is underlined and in bold.

[Revised and posted 7/7/05]

**Texas Tech University
Operating Policy and Procedure**

OP 68.01: Communications and News Media Policy and Procedures

DATE: July 7, 2005

PURPOSE: The purpose of this Operating Policy and Procedure (OP) is to develop, using mass communications, public understanding of Texas Tech University programs, activities, and events.

REVIEW: This OP will be reviewed by March 1 of every odd-numbered year by the Office of Communications and Marketing with recommendations for revisions presented to the associate vice chancellor for Communications and Marketing by April 1.

POLICY/PROCEDURE

The Office of Communications and Marketing provides assistance and counsel for all communications and news media needs of Texas Tech University to support the teaching, research, and service mission of the university. The Office of Communications and Marketing serves as a liaison between the Texas Tech University community and the media, assisting representatives of print, broadcast, and online media in locating sources of information on campus and providing information of public and media interest in a professionally prepared format. The Office of Communications and Marketing also produces the magazine *Vistas: Texas Tech Research* and other publications and is responsible for maintaining the Web site of the Texas Tech University System.

1. Print and Web Publication Guidelines

All Texas Tech University staff and faculty are required to use the Texas Tech University seal, shield, and the graphics standards, as revised and subsequently approved by the Board of Regents in 2005, for all external or internal publications, including letterhead, reports, magazines, newsletters, presentations, and information published on the Texas Tech University Web site. **If graphical representation is desired on official internal or external publications, staff and faculty must follow the guidelines and use the templates provided, all of which work together to establish the university's comprehensive visual identity.** ~~*If graphical representation is desired on official internal or external publications, staff and faculty must follow the guidelines and use the templates provided, in order to establish the university's comprehensive visual identity.*~~ Guidelines and templates are available on the Texas Tech University Web site. Questions should be directed to the director of Marketing in the Office of Communications and Marketing, or the director of Printing and Related Services.

2. Paid Advertising

All advertising purchased by any unit within the university, excluding personnel classified advertising, must be approved by the director of Marketing in the Office of Communications and Marketing.

3. News Media

Staff and faculty ~~*†An official unit†*~~ must contact the Office of Communications and Marketing as a first step in planning all news conferences, special events, or other functions where media coverage is desired. **Staff and faculty** ~~*†A unit†*~~ may prepare first drafts of communications for the media, but must collaborate with the Office of Communications and Marketing on final copy before distribution. The Office of Communications and Marketing is responsible for disseminating all news releases, media advisories, and other information about Texas Tech University to media outlets and will otherwise make all media contacts for the university. Any questions regarding media contacts or coverage should be directed to the director of Executive Communications and Publications in the Office of Communications and Marketing. Written communications with media must conform to Associated Press style and accepted journalistic standards.

4. Responding to Media Inquiries

The Office of Communications and Marketing appoints a staff person within the office to serve as the official media spokesperson for the university. However, faculty and staff are allowed and encouraged to respond to media inquiries directly when acting in their areas of academic or professional expertise. Faculty and staff who respond to media inquiries are ~~*required*~~ **encouraged** to send, via email or phone call, a brief report on the media contact to the director of Executive Communications and Publications in the Office of Communications and Marketing. Should the faculty or staff deem a media inquiry to be of a controversial or questionable nature, **faculty and staff should feel free to utilize the services of** ~~*†faculty and staff are to contact the Office of Communications and Marketing to discuss the media inquiry prior to responding to the media inquiry. For all routine media inquiries, a brief report subsequent to responding is sufficient.†*~~ the Office of Communications and Marketing.