



TEXAS TECH UNIVERSITY™

Operating Policy and Procedure

OP 30.27: Toreador Media

DATE: June 30, 2020

PURPOSE: The purpose of this Operating Policy/Procedure (OP) is to set forth Texas Tech University's policy on student-produced media.

REVIEW: This OP will be reviewed in April of odd-numbered years by the Dean of the College of Media & Communication and the Vice Provost for Student Affairs.

POLICY/PROCEDURE

1. *The Daily Toreador* (newspaper) and *La Ventana* (yearbook) are designed to:
 - a. Provide out-of-classroom learning opportunities for students to use academic training obtained at Texas Tech in the fields of advertising, print and digital journalism, marketing, public relations, and photography and videography; and
 - b. Provide the university community and the general public with news and comments concerning the university.
2. Student-produced media are free of arbitrary and capricious censorship and advance-copy approval when operated and published within the canons of responsible journalism as established by the university Toreador Media Advisory Committee. Within this framework, editors and managers are free to establish their own editorial policies in collaboration with the Director of Toreador Media. Therefore, *The Daily Toreador* and *La Ventana* serve as designated public forums.
3. All aspects of the Toreador Media shall be the responsibility of the Dean of the College of Media & Communication.