



TEXAS TECH UNIVERSITY

Operating Policy and Procedure

**OP 68.01: Communications and News Media Policy and Procedures**

**DATE:** May 23, 2023

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

**REVIEW:** This OP will be reviewed in March of odd-numbered years by the Office of Communications & Marketing with substantive revisions presented to the Vice President for Marketing & Communications and the President.

**POLICY/PROCEDURE**

The Office of Communications & Marketing provides assistance and counsel for all communications, marketing, and news media needs of Texas Tech University to support the university's teaching, research, and service missions. The Office of Communications & Marketing serves as a liaison between the Texas Tech University community and the media, assisting members of the media in locating sources of information and producing content of public interest in a professionally prepared and visually consistent format. The Office of Communications & Marketing also manages the Texas Tech University brand. The Office of Communications & Marketing produces digital and print guidelines and templates and provides marketing and communications guidance to the campus community. The office oversees the strategy and application of high-level marketing and communications initiatives on behalf of the university, including campaigns, the Texas Tech University home page, the Texas Tech Today website, and more.

**1. Print and Web Publication Guidelines**

All Texas Tech University staff and faculty are required to use the Texas Tech University visual identity guidelines, as revised and subsequently approved by the Board of Regents in 2005, for all external or internal publications, including, but not limited to, letterhead, reports, magazines, newsletters, presentations, and information published on the Texas Tech University website. 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. Guidelines are available on the Texas Tech University website. Questions should be directed to the Office of Communications & Marketing.

**2. Paid Advertising and Promotional Items**

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

### **3. News Media**

Staff and faculty must contact the Office of Communications & Marketing as a first step in planning all news conferences, special events, or other functions where media coverage is desired. Staff and faculty may prepare initial drafts of communications intended for the media but must collaborate with the Office of Communications & Marketing on the final copy before distribution. The Office of Communications & Marketing is the sole department responsible for distributing all news releases, media advisories, expert pitches, and other information about Texas Tech University to media outlets and will otherwise make all media contacts for the university, unless other arrangements are made with the Office of Communications & Marketing. Any media contact or coverage questions should be directed to the Office of Communications & Marketing. Written communications distributed to the media must conform to the Associated Press style and accepted journalistic standards. Writing guidelines are maintained by the Office of Communications & Marketing.

### **4. Emergency Situations**

During emergency situations that may affect the health, safety, or welfare of students, faculty, staff, or campus visitors, the Office of Communications & Marketing appoints the official spokesperson for the university. All media inquiries in emergency situations should be forwarded to the Office of Communications & Marketing. The Office of Communications & Marketing has primary responsibility for working with the media and responsibility for maintaining Texas Tech University's public image. Critical incidents require a timely and effective communications response and include situations that:

- a. Result or may result in significant damage to facilities;
- b. Result or may result in death, injury, or health or safety threats to our students, customers, the public, or our employees;
- c. Disrupt operations;
- d. Call into question our workplace practices;
- e. Call into question the integrity of our organization, its people, or its products and services; and/or
- f. Result in the activation of the university's Emergency Management Plan or the Emergency Operations Center.

### **5. Responding to Media Inquiries**

Faculty and staff may respond to media inquiries directly when acting in their areas of academic or professional expertise. Faculty and staff who respond to media inquiries should send, via email or phone call, a brief report on the media contact to the Office of Communications & Marketing so that a record of media mentions of the university can be recorded. Should a faculty or staff member deem a media inquiry controversial or questionable, they should contact the Office of Communications & Marketing.