PURPOSE: The purpose of this Health Sciences Center Operating Policy and Procedure (HSC OP) is to provide guidance with regards to the creation and disbursement of news media, advertising and marketing on behalf of TTUHSC. This policy provides guidance for coordination and approval to ensure all communications and marketing are consistent with approved brand identity guidelines and reputation management.

REVIEW: This HSC OP will be reviewed by March 1 of every odd-numbered year (ONY) by the Executive Director of Communications and Marketing.

POLICY/PROCEDURE:

The HSC Office of Communications and Marketing (C&M) is a unit of TTUHSC, which also serves Texas Tech University System. C&M provides assistance and counsel for all communications, advertising, marketing, social media and news media needs of TTUHSC, to support the mission and vision of the university. With the exception of printing and production costs and costs associated with any external services. C&M services are provided without charge.

1. News Media
   a. C&M serves as liaison between TTUHSC, the media, and public, assisting representatives of print, broadcast and online media to locate sources of information on campus and providing information of public and media interest in a professionally prepared format.
   b. Staff and faculty must contact C&M as the first step in planning all media interviews, news conferences, special events or other functions where media coverage is desired. Staff and faculty may prepare first drafts of communications for the media, but must collaborate with C&M on final copy before distribution. All information disseminated to media outlets about the Health Sciences Center is to be distributed by C&M. Any questions regarding media contacts or coverage should be directed to C&M. Written communications for media must conform to Associated Press style, accepted journalistic standards, and applicable brand identity guidelines.
   c. C&M appoints a staff person within each of its offices (regional campuses) to serve as the official contact person for media inquiries. Persons in the Health Sciences Center community who receive inquiries directly from media are to notify C&M of the request and the office will coordinate a response with the appropriate school, institute, department or program.

2. Broadcast, Print and Web Publications Guidelines
   a. Lubbock C&M produces the institutional internal e-newsletter, Statline. C&M can assist schools, institutes, departments and programs with the development of internal and/or external publications.
   b. C&M offices on the TTUHSC campuses at Amarillo and Odessa report to the HSC Executive Director of Communications and Marketing. Each regional C&M office produces internal and external communications such as newsletters and annual reports for their respective campus.
   c. C&M staff must be consulted for broadcast and/or print publication needs including design, editing, layout, writing, video and photographic services. Consultation is provided by C&M
from inception through final production. Ideally, before requesting assistance, the department should have a concept of what is needed, the audience for the materials and a deadline for the project. A three (3) to six (6) week lead time is most advantageous for production.

d. All TTUHSC faculty, staff and students are required to use the TTUHSC official identities according to the brand identity guidelines, as revised and subsequently approved by the Board of Regents in 2005, and amended in 2010 to include use of the Double T, for all external or internal publications, including letterhead, reports, magazines, newsletters, presentations, and information published on the TTUHSC website. Faculty, staff and students must follow the guidelines and use the templates provided, all of which work together to establish the university’s comprehensive visual identity. Guidelines and templates are available at [www.ttuhsc.edu/creative](http://www.ttuhsc.edu/creative). Questions about the guidelines should be directed to C&M or to the HSC Printing Center. Some identities require express permission for use from C&M before publishing.

e. By the anticipated date of 2017, a new TTUHSC website template will be established for Omni Update and at that time, all new and existing web development will be required to conform to Omni Update and the updated templates. Special allowances may be authorized by the Office of Communications and Marketing for specific business needs and institutions where technological needs cannot be met in Omni Update.

3. Paid Advertising & Promotional Material

a. C&M can assist schools, institutes, departments and programs with the development and production of advertising materials. Ideally, before requesting assistance, the department should have a concept of what is needed, the audience for the materials and a deadline for the project. A three (3) to six (6) week lead time is most advantageous for production.

b. All use of TTUHSC identity on promotional items and advertising purchased by any unit within TTUHSC, excluding personnel classified advertising, must be approved by C&M designated staff:

1) Lubbock Campus – Director of Marketing or Executive Director of Communications & Marketing
2) Amarillo and Permian Basin Campuses – Respective Communications Manager
3) Dallas Campus – Director of Marketing or Executive Director of Communications & Marketing
4) Abilene Campus – Director of Marketing or Executive Director of Communications & Marketing

c. All TTUHSC faculty, staff and students are required to use the TTUHSC official identities according to the brand identity guidelines, as revised and subsequently approved by the Board of Regents in 2005, and amended in 2010 to include use of the Double T, for all external or internal publications, including letterhead, reports, magazines, newsletters, presentations, and information published on the TTUHSC website. Faculty, staff and students must follow the guidelines and use the templates provided, all of which work together to establish the university’s comprehensive visual identity. Guidelines and templates are available at [www.ttuhsc.edu/creative](http://www.ttuhsc.edu/creative). Questions about the guidelines should be directed to C&M or to the HSC Printing Center. Some identities require express permission for use from C&M before publishing.

4. Paid Contract Services for Media Relations, PR, Creative Services and Marketing

a. All TTUHSC faculty, staff and students seeking to contract services otherwise provided by C&M must contact C&M prior to issuing any solicitation or entering into any agreement with the contracted entity. If C&M is limited in its scope of services or delivery timeframe, it will oversee the process to contract an outside agency to execute the services requested. C&M will maintain a list of approved contractors, make contact with the agency and ensure the service or product is delivered to TTUHSC as requested.