



TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

Operating Policy and Procedure

HSC OP: 67.02, **Communications, Advertising, and News Media**

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 Media Director for Communications and Marketing, with recommendations for revision forwarded to the Vice President of External Relations.

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, faculty and students must contact Media Relations 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 TTUHSC 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 TTUHSC 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, Podcast and Web Publications Guidelines

- a. 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 report to the VP of External Relations. Each regional C&M office produces internal and external communications 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.ttuhsbrand.com. Questions about the guidelines should be directed to C&M or to the TTUHSC Printing Center. Some identities require express permission for use from C&M before publishing.
 - e. All new and existing web development for www.ttuhs.edu is required to use Omni Update and the templates provided. 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 – TTUHSC Media Director or VP of External Relations
 - 2) Amarillo and Permian Basin Campuses – Respective Communications Manager
 - 3) Dallas Campus – TTUHSC Marketing Director
 - 4) Abilene Campus – TTUHSC Marketing Director
 - 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 www.ttuhsbrand.com. Questions about the guidelines should be directed to C&M or to the TTUHSC Printing Center. For more information about the use and approval of licensed trademarks, including the university name and logos, see [HSC OP 54.02](#).
 - d. Persons in the TTUHSC community who receive inquiries or requests from any entity to participate in or contribute to Public Relations (PR) or advertising efforts are to notify C&M of the request, and the office will coordinate appropriate participation and approvals with the respective school, institute, department or program. Advertising for or on behalf of TTUHSC and/or Texas Tech Physicians, along with the use of the name, logo, trademark or trade name, requires prior written consent by TTUHSC C&M.

4. Paid Contract Services for Media Relations, PR, Creative Services, Web, Social Media, 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.