



# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

## Operating Policy and Procedure

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

**PURPOSE:** The purpose of this Texas Tech University Health Sciences Center El Paso (TTUHSC El Paso) Operating Policy and Procedure (HSCEP OP) is to define the university's communications and marketing processes, specifically as they relate to public recognition of the TTUHSC El Paso brand and its components (i.e., schools, departments, Texas Tech Physicians El Paso, etc.), programs, activities, and events.

**REVIEW:** This HSCEP OP will be reviewed by March 1 of every odd-numbered year (ONY) by the associate managing director of the Office of Institutional Advancement (IA) or his/her designee.

### **POLICY/PROCEDURE:**

At TTUHSC El Paso, IA provides assistance and counsel for all communications, advertising, marketing, social media and news media needs in support of the university's mission and vision.

#### **I. News Media**

- A. IA serves as the TTUHSC El Paso liaison with the media and public; connects representatives of print, broadcast and online media outlets to information sources on campus; and provides information of public and media interest in a professional format.
- B. Staff and faculty must contact IA as the first step in planning all news conferences, special events or other functions where media presence is desired. Staff and faculty may prepare first drafts of media communications, but must consult with IA and implement any required changes to final copy before distribution. All information intended for media outlets must be disseminated by IA. Furthermore, any questions regarding media contacts or coverage must be directed to IA.
- C. To ensure consistency with accepted journalistic standards, all written communications, including those with media outlets, must follow the most recently published Associated Press (AP) style guidelines.
- D. IA has appointed its managing director for Marketing and Communications to serve as the official contact for media inquiries. Individuals associated with TTUHSC El Paso who receive inquiries directly from media are to notify IA of the request and the office will coordinate a response with the appropriate school, institute, department or program.
- E. A two-week lead time is expected for most media-related services.

#### **II. Broadcast, Print and Web Publication Guidelines**

- A. IA produces the institution's internal newsletter, The Scope. IA also assists individual schools, departments and programs with the development of internal and/or external publications.
- B. IA staff must be consulted for all broadcast and/or print publication needs, including design, editing, layout, writing, video and photographic services. IA must be consulted from the initial planning phase through final production. Ideally, the originating department should

have a concept of what is needed, the audience for the materials and the deadline for the project prior to making its request with IA.

- C. A four- to eight-week lead time is expected for most editorial and design services. A three-week lead time is expected for photography. Production times may vary based on the scope of the project and the production queue at the time the request is made.
- D. All TTUHSC El Paso faculty, staff, residents, fellows and students are required to comply with official guidelines for the use of the TTUHSC El Paso seal, shield and other graphic standards as approved by the Board of Regents, to include use of the double T. These guidelines apply to all external and internal publications, including letterhead, reports, magazines, newsletters, presentations and information published on the TTUHSC El Paso and/or its components websites. The guidelines and templates provided are designed to establish the university's comprehensive visual identity. Guidelines and templates are available on the TTUHSC El Paso website. Any questions regarding branding guidelines should be directed to IA.

### III. Paid Advertising

- A. IA assists individual schools, departments and programs with the development and production of advertising materials. Ideally, the originating department should have a concept of what is needed, the audience for the materials and the deadline for the project prior to making its request with IA.
- B. A four- to eight-week lead time is expected for most editorial and design services. A three-week lead time is expected for photography. Production times may vary based on the scope of the project and the production queue at the time the request is made.
- C. All advertising purchased by any unit within TTUHSC El Paso, with the exception of personnel classified advertising, must be reviewed and approved by IA. All IA editorial review processes apply.
- D. All TTUHSC El Paso faculty, staff, residents, fellows and students are required to comply with official guidelines for the use of the TTUHSC El Paso seal, shield and other graphic standards, as approved by the Board of Regents to include use of the double T. These guidelines apply to all external and internal publications, including letterhead, reports, magazines, newsletters, presentations and information published on the TTUHSC El Paso and/or its components websites. The guidelines and templates provided are designed to establish the university's comprehensive visual identity. Guidelines and templates are available on the TTUHSC El Paso website. Any questions regarding branding guidelines should be directed to IA's director of marketing and creative services.