I. Purpose

This section presents policy and procedure regarding the planning, coordination, and implementation of University communications programs and publications, including live or recorded video or audio media disseminated through the Web or otherwise; and defines the role of Strategic Communications, in establishing and maintaining graphic, editorial, and marketing standards for print, electronic, and broadcast communications; ensuring that campus publications conform to campus policy and standards; and serving as the official voice of UC Davis to local, regional, state, national and international news media.

For additional information on UC Davis Health System communications, see UCDHS Policy and Procedure Manual Section 1303 and Section 1312.

II. Policy

A. In general, all proposed non-scholarly publications intended for distribution outside UC Davis for the purposes of student recruitment, public and alumni relations, or development, including external administrative publications, are official publications and must conform to campus graphic and editorial standards. Materials circulated within UC Davis may require review and approval as official publications, depending on their nature and scope (see V.D, below). Strategic Communications has the authority to determine whether an item is an official publication and whether it requires review and approval as such.

1. The use of the UC Davis logo, seal, and other trademarks in publications is restricted to use outlined in Section 310-65.

2. Logos or marks that identify UC Davis units must conform to campus logo signature standards in the Marketing Toolbox Web site. Non-standard logos must be reviewed and approved by the Director of Marketing--Strategic Communications.

3. All UC Davis publications that are sent to the general public or to specific groups require the inclusion of the appropriate nondiscrimination statement (for student-related matters) or nondiscrimination/affirmative action statement (for employment matters). Contact the Marketing unit or the Affirmative Action Compliance Officer for information.

B. The News and Media Relations unit in Strategic Communications is the exclusive source for developing and disseminating news about UC Davis to the general public via newspapers, radio, television, magazines, and the World Wide Web, including social media and related channels. The News and Media Relations unit determines the newsworthiness of significant developments and activities in academic research; administrative programs; accomplishments of faculty, staff, or students; events; and other campus matters. It conducts or coordinates direct contact with news media representatives, and ensures that media relations are timely, accurate, comprehensive, and of broad public interest.
1. In an emergency (see Section 390-10), the Associate Vice Chancellor—Strategic Communications (or designee) is responsible for releasing information to the news media.

2. The Mondavi Center for the Performing Arts, UC Davis Health System, Intercollegiate Athletics, UC Davis Police Department, and UC Davis Extension are the only units outside of the UC Davis News and Media Relations unit authorized to conduct their own media relations.

C. The Marketing unit oversees campus branding. The Director of Marketing has the authority to review and approve major campus marketing initiatives.

D. All publications involving fundraising in any way must be reviewed and approved by the Development and Alumni Relations office. All fundraising publications that request personal information from donors must include the Development Privacy Notice. Contact the Office of University Development for further information.

III. Multimedia Standards

A. All proposed non-scholarly, non-instructional multimedia productions for the purposes of student recruitment, public and alumni relations or development must conform to campus graphic and editorial standards.

B. Unofficial productions intended for non-UC Davis distribution (e.g., those produced by student groups for social media Web sites) should conform to the Principles of Community and may not use UC Davis trademarks.

IV. Publication Standards

A. The UC Davis logo (or wordmark) must be included prominently on all material that represents UC Davis. See the Marketing Toolbox Web site for acceptable use information, design suggestions, and downloadable electronic files of the logo and other trademarks for Web, print and other media use.

B. The campus athletic marks can be used only by Intercollegiate Athletics programs, official student activities (which includes student recruitment publications) and licensed goods for sale for which the campus receives royalty payments. The athletic marks must not be used to identify campus academic or administrative units or programs (see the Marketing Toolbox Web site).

C. Editorial standards for official UC Davis publications are on the Marketing Toolbox Web site.

V. Procedures

A. Marketing

1. Campus units must submit to the Marketing unit plans for marketing initiatives that could affect overall brand perceptions of UC Davis or that include an annual advertising buy of more than $15,000.

   a. Cyclical campaigns are excluded (e.g., student recruitment campaigns for the Graduate School of Management or UC Davis Extension).

   b. The Associate Vice Chancellor or Director of Marketing—Strategic Communications advises on the development of significant health system campaigns.

2. In addition to serving their primary purposes, all marketing initiatives must reinforce the UC Davis brand through appropriate use of logos and adherence to campus graphic and identity standards.
3. All new marketing identity lines (also known as taglines) and any non-standard usage of an approved identity line must be approved by the Director of Marketing.

4. The Marketing unit seeks input from the Communications Council and other groups in the development of universitywide marketing communications initiatives.

B. Media relations

1. Generally, the news media will contact the News and Media Relations unit to find a source for a story. If a reporter contacts a source directly, it is strongly recommended that faculty member, staff member, or student contact News and Media Relations for advice and assistance.

2. All requests for news photography, news filming or documentary filming must be referred to News and Media Relations.

3. Faculty and staff who are delivering papers before professional meetings, have had papers accepted for publication in professional journals or are providing expert witness testimony should notify the New and Media Relations in advance of the presentation of publication if they believe there is news interest or if they have been contacted by a representative of the news media.

4. Requests from the news media for release of information about UC Davis Health System patients must be directed to the Office of Health System Public Affairs, (916) 734-9040.

C. Multimedia productions

1. Units making an audio or video recording, live transmission, or other multimedia production of any UC Davis program or activity for non-scholarly, non-instructional purposes must meet the following requirements, whether the recording is performed by a UC Davis unit or by a non-UC Davis entity.

   a. Permission must be obtained from all UC Davis units being audio- or video-recorded.

   b. Permission/photo releases must be obtained from participants when possible.

      1) Releases from parents are mandatory if subjects are underage.

      2) Some campus units, such as the health system or School of Veterinary Medicine, may have additional requirements regarding videography or photography.

      3) Photo model release forms are available from Strategic Communications on the Marketing Toolbox.

   c. Permission must be obtained from owners of copyrighted material (e.g., music) used in the production.

   d. If the University will be the owner of the production, a notice of copyright is required (see Section 250-01).

   e. If the media production will be cosponsored with a commercial enterprise or is intended for commercial application (see Section 270-25).

   f. If a non-University entity is involved in the making or financing of the media production, a purchase order or business agreement is required (see Section 330-05).

   g. If campus services or facilities other than the unit’s will be used, appropriate arrangements must be made (e.g., with Conference and Event Services for reservation of facilities and with Transportation and Parking Services and the University Police Department for parking and traffic control).
D. Publications

1. Printed publications must conform to campus guidelines for the use of logos, seals, and other trademarks and to other campus graphic and editorial standards.

2. With very few exceptions, news content, whether on active Web pages or archived, will be altered only to correct factual error.
   a. Publications whose content is considered news are Dateline UC Davis, UC Davis Magazine, News and Information Web site, and other news items published by Strategic Communications on the campus Web home pages.
   b. Requests for corrections or exceptions must be submitted to the Associate Vice Chancellor—Strategic Communications.

3. Photographic guidelines and model release forms are available on the Strategic Communications’ Marketing Toolbox site.

4. Refer to Section 310-30 regarding materials that require approval by the Offices of the Chancellor and Provost before campuswide distribution.

VI. Roles and Responsibilities

A. Strategic Communications is the primary leader for:

1. Planning and executing universitywide branding campaigns.

2. Providing Web development and content for the campus home pages, the News and Information site and other high-level campus sites.

3. In partnership with IET, providing leadership and support to the campus Content Management Systems.

4. Assisting and advising campus constituencies in issues management, including providing talking points and backgrounders, help with preparing op-eds, developing media strategy, and tracking and reporting on media and online mentions.

5. Developing an emergency communications plan in collaboration with campus emergency preparedness personnel, training in emergency communications response, and communicating to the campus community and media during emergencies.

6. Identifying, developing, and promoting stories that advance the University and inform the campus community and general public.

7. Responding during and after working hours to media requests for access to UC Davis information, faculty, staff, students and facilities in compliance with state and federal privacy and public information laws.

8. Serving as official campus spokespersons to the media.

9. Developing and maintaining up-to-date media contact lists.

10. Providing beginning and advanced media training workshops to campus constituents; consulting with individual faculty, staff and students to prepare them for the publicity process.

11. Tracking, analyzing and reporting on media coverage of UC Davis.

12. Advising campus units, students, and student groups on communications and marketing strategy.
13. Assisting with media coverage of major activities and events as appropriate.

B. The Development and Alumni Relations office is the primary leader for all fundraising materials.

VII. Further Information

A. Information regarding campus publications is available from Strategic Communications.

B. Information on printing publications is available from Repro Graphics.

C. Questions regarding public information and media relations must be directed to News and Media Relations.

D. Questions regarding campus marketing and branding must be directed to the Marketing unit.

E. Information regarding copyright is available from InnovationAccess.

F. Questions regarding campus communications policies or membership in the UC Davis Communications Council must be addressed to the Director of Marketing—Strategic Communications.

G. Information regarding fundraising materials must be directed to the Senior Manager, Marketing and Development Communications, Development and Alumni Relations office.

VIII. References and Related Policies

A. UC Davis Marketing Toolbox Web site which provides graphic standards and marketing guidance.

B. UC Davis Policy and Procedure Manual:
   1. Section 250-01, Copyright.
   2. Section 270-25, Commercial Activities.
   3. Section 310-30, Announcements and Directives.
   4. Section 310-65, Use of the University’s Name, Seal, and Other Trademarks.
   5. Section 310-70, World Wide Web Standards.
   7. Section 390-10, Campus Emergency Policy.