

## UC Davis Policy and Procedure Manual

### Chapter 310, Communications and Technology

#### Section 40, University Communications: Publications, Graphic Standards, Marketing, and Media Relations

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#### 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 University Communications, University Relations, 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 UCDHS 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). University 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 Identity Standards Web site (see <http://identitystandards.ucdavis.edu/standards/index.html>).
    - a. Department logos shall be reviewed and approved by the Executive Director of University Communications, University Relations.
    - b. All existing logos must be reviewed and approved when revised.
  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.
  4. Official publications of an informal or administrative nature generally shall not contain advertising (see Section 270-25).
- B. The News Service unit in University 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

Service 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 assures that media relations are timely, accurate, comprehensive, and of broad public interest.

1. In an emergency (see Section 390-10), the Assistant Vice Chancellor—University 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 University Extension are the only units outside of the UC Davis New Service authorized to conduct their own media relations.
- C. The Marketing unit oversees campus branding, marketing research and, in conjunction with the University Development office, fundraising communications. The marketing director has the authority to review and approve major campus marketing initiative.
- D. All publication involving fundraising in any way must be reviewed and approved by the University Development office and Marketing units of University Relations. 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. Productions must be of suitable quality to represent and convey the appropriate image of the University as a public institution of higher education.
- C. Unofficial productions intended for non-UC Davis distribution (e.g., those produced by student groups for social media Web sites) must conform to the Principles of Community and may not use UC Davis trademarks.

### IV. Publication Standards

- A. The UC Davis logo (or wordmark) should be included prominently on all material that represents UC Davis. See the Identity Standards Web site at <http://identitystandards.ucdavis.edu> 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 sports programs, student activities (which includes student recruitment publications) and licensed goods for sale for which the campus receives royalty payments. The athletic marks shall not be used to identify campus academic or administrative units or programs (see [http://identitystandards.ucdavis.edu/standards/athletic\\_marks.html](http://identitystandards.ucdavis.edu/standards/athletic_marks.html)).
- C. Editorial standards for official UC Davis publications are at <http://identitystandards.ucdavis.edu/styles/index.html>.
- D. Web standards are in Section 310-70.
- E. Copyright regulations are documented in Sections 250-01, 250-02, 250-03, and 250-04. Contact UC Davis InnovationAccess—Technology Transfer Services (<http://innovationAccess.ucdavis.edu/copyrights>).

- F. For additional information on use of the University name, seal, or other trademarks, see Section 310-65.

## V. Procedures

### A. Marketing

1. Campus units shall submit to the Marketing unit plans for marketing initiatives that could affect overall brand perceptions of UC Davis or that include an annual ad buy of more than \$15,000.
2. In addition to serving their primary purposes, all marketing initiatives should reinforce the UC Davis brand through appropriate use of logos and identity lines and adherence to campus graphic and identity standards.
3. All new identity lines and any non-standards usage of an approved identity line must be approved by the marketing director.
4. The Marketing unit shall seek input from the Communications Council and other groups in the development of University marketing communications initiatives.

### B. Media relations

1. Administrators, faculty, staff, and students may help identify and submit potential stories for release to the general public or for publication in campus or University communications by contacting a News Service representative in person, via telephone call, email message or traditional mail.
2. Generally, the news media will contact the News Service to find a source for a story. If a reporter contacts a source directly, that faculty member, staff member, or student shall notify the News Service.
3. All requests for news photography, news filming or documentary filming shall be referred to the News Service.
4. 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 News Service 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.
5. Requests from the news media for release of information about UC Davis Health System patients should be directed to the Office of Health System Public Affairs at (916)734-9040.

### C. Multimedia productions

1. Productions must be approved by the department head for the UC Davis unit and by the Assistant Vice Chancellor—University Communications.
  - a. The Assistant Vice Chancellor—University Communications must approve the proposed media productions concept at the initial stages of formulation.
  - b. Approval shall be based on an evaluation of the proposed multimedia production benefit to the campus, including the objective/purpose of the media production; the method of distribution; content/script of the production; and production quality.
  - c. Multimedia productions intended for a more limited campus distribution, or unofficial productions intended for non-UC Davis distribution, such as those produced by student

groups for social media Web sites, do not require review or approval by University Communications.

2. 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 all participants. Photo model release forms are available from University Communications (see <http://photos.ucdavis.edu/resources.html>).
  - c. Permission must be obtained from owners of copyrighted material (e.g., music) used in the production (see Section 250-03).
  - 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 the University name will be used, approval must be obtained from the Assistant Vice Chancellor—University Communications (see Section 310-65).
  - h. If campus services or facilities other than the unit's will be used, appropriate arrangements must be made (e.g., with Conference and Even Services for reservation of facilities and with Transportation and Parking Services and the University Police Department for parking and traffic control).

#### D. Publications

1. The following materials are official publications that must conform to campus graphic and editorial standards (see IV.C, above) and must be reviewed and approved by the Executive Director—University Communications:
  - a. Promotional publications for external audiences intended for the purposes of student recruitment, public and alumni relations, or development. Examples are UC Davis Magazine, UC Davis Web pages, and publications for fundraising initiatives.
  - b. Administrative publications for external audiences that present the campus or one of its units to the general public. Examples are the UC Davis General Catalog, announcements of schools or colleges, departmental descriptions of undergraduate and graduate programs or student services, and materials related to the recruitment of prospective students.
  - c. Publications relating to ceremonial and special events that primarily inform the public of, or invite the public to, a specific function. Examples are posters, programs, and invitations to Commencements, groundbreakings and other ceremonial and special events.

2. The following materials are official publications that must conform to campus graphic and editorial standards (see IV.C, above) but do not require individual review by the Executive Director—University Communications:
  - a. Public service publications that disseminate information to the public about or serve the marketing purposes of continuing education, extension programs and outreach programs. Examples are the publications of UC Davis Extension, the Robert and Margrit Mondavi Center for the Performing Arts and the Office of Continuing Medical Education.
  - b. UC Davis Health System and School of Medicine publications that are produced by Medical Sciences Public Affairs and those covered by UCDHS Hospital Policies and Procedures Manual Section 1312. Examples are Update, Matrix, and health system marketing communications.
  - c. Publications intended for limited, specific internal or external audiences, as determined by University Communications. Examples are CA&ES Outlook and The Graduate School of Management Innovator.
3. With very few exceptions, news content, whether on active Web pages or archived, shall be altered only to correct factual error.
  - a. Publications whose content is considered news are Dateline UC Davis, UC Davis Magazine, Friday Update email newsletter, Aggie Family Pack Web site, NewsWatch Web site, News and Information Web site, Spotlights and other news items published by University Communications on the campus Web home pages.
  - b. Requests for corrections or exceptions shall be submitted to the Assistant Vice Chancellor—University Communications.
4. The following materials, which have more limited distribution than those cited above, are not official publications and do not require review or approval by the Publications unit before printing and distribution, but must conform with campus guidelines for the use of logos, seals, and other trademarks and should conform with other campus graphic and editorial standards when feasible:
  - a. Academic publications that contain primarily scholarly or research information and represent the views of an author or group of authors, not of the campus or a campus unit. Examples are research reports, monographs, journal articles, and progress reports on contract research. Also excluded are materials (invitations, posters, calls for papers) for academic conferences or public service gatherings.
  - b. Internal administrative publications designed to present information to a limited campus audience. Examples are orientation booklets, descriptions of extracurricular activities, and listings of special programs available to limited groups of employees or students.
  - c. Student publications that present information about student-sponsored events or represent the view of a student or group of students, but do not represent the view of the campus or a campus unit. Examples are Student Viewpoint and Housing Viewpoint.
  - d. Reports that are ad hoc publications issued by administrative offices or other units of the University. Examples are reports on affirmative action, facilities usage and administrative matters.
5. Photographic guidelines and model release forms are available at University Communications or online at <http://photos.ucdavis.edu/resources.html>.

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

## **VI. Responsibilities**

The role of University Communications is to provide effective UC Davis communications and a strong institutional brand. The University Communications units below serve the campus community and the media through news, publications and photography.

- A. The Marketing unit oversees campus branding, marketing research, and fundraising communications by:
  1. Conducting and evaluating market research.
  2. Planning and executing strategic communications initiatives.
  3. Writing and overseeing production of the print or Web versions of the campus annual report and associated Facts brochure and card.
  4. Providing graphic design support to major campus print and Web publications for public and alumni relations, development and student recruitment.
  5. Providing Web development for the campus home pages, the News and Information site and other high-level campus sites.
  6. Providing leadership and support to the campus Content Management System initiative.
- B. The News Service unit serves the campus community, news media, and general public by:
  1. Planning and executing strategic publicity initiatives.
  2. 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.
  3. 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.
  4. Identifying, developing, and promoting stories that advance the University and inform the campus community and general public.
  5. 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.
  6. Serving as official campus spokespersons to the media.
  7. Developing and maintaining up-to-date media contact lists.
  8. Providing beginning and advanced media training workshops to campus constituents; consulting with individual faculty, staff and students to prepare them for the publicity process.
  9. Tracking, analyzing and reporting on media coverage of UC Davis.
  10. Producing such publications and broadcast segments as Aggie Family Pack, Friday Update, and "Newswatch" TV segments for KVIE.
  11. Advising campus units, students, and student groups on publicity strategy; assisting with media coverage of major activities and events as appropriate.

- C. The Publications unit writes, edits and distributes official campus print and electronic publications, including but not limited to campus Web home pages, print and Web versions of Dateline UC Davis, and UC Davis on non-UC Davis Web sites.

## VII. Further Information

- A. Information regarding campus publications is available from University Communications, Publications unit, <http://ucomm.ucdavis.edu/publications.html>.
- B. Information on printing publications is available from Repro Graphics, <http://reprographics.ucdavis.edu>.
- C. Questions regarding public information and media relations should be directed to the News Service, [newsservice@ucdavis.edu](mailto:newsservice@ucdavis.edu), <http://www.news.ucdavis.edu>.
- D. Questions regarding campus marketing and branding should be directed to the Marketing unit, <http://ucomm.ucdavis.edu/marketing.html>.
- E. Questions regarding copyright issues should be directed to InnovationAccess (<http://innovationaccess.ucdavis.edu/copyright>).
- F. Questions regarding campus communications policies or membership in the UC Davis Communications Council can be addressed to the Executive Director—University Communications.

## VIII. References and Related Policies

- A. UC Davis Identity Standards Web site, <http://identitystandards.ucdavis.edu>, provides graphic standards and marketing guidance.
- B. UCD Policy and Procedure Manual (<http://manuals.ucdavis.edu/PPM/about.htm>):
  1. Section 270-25, Commercial Activities.
  2. Section 310-30, Directives.
  3. Section 310-65, Use of the University's Name, Seal, and Other Trademarks.
  4. Section 310-70, World Wide Web Standards.
  5. Section 390-10, Campus Emergency Policy.