

# UC Davis Policy and Procedure Manual

## Chapter 310, Communications and Technology

### Section 35, Publications

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#### I. Purpose

This section presents policy and procedure regarding the review and approval of UC Davis publications and explains the role of the Editorial Design Office in ensuring that campus publications seen by the general public represent the responsible use of University funds, that they conform to campus policy, and that their content and design are consistent with campus editorial and graphic standards.

#### II. Definition

Publication--written or audiovisual material printed or produced with University-administered funds or issued under University auspices that presents an image of the University to the general public or to specific publics inside or outside the Davis campus. Excluded from the definition are materials for classroom, office, or interdepartmental use (for example, course syllabi, tests, office forms, departmental memoranda). This definition applies regardless of the method of reproduction or dissemination; materials reproduced on paper by photocopiers, laser printers, or offset and other printing methods, as well as materials disseminated on electronic, optical, or magnetic media or via the Internet, are all equally considered to be publications if they fall under this definition.

#### III. Policy

In general, all proposed nonscholarly publications intended for distribution outside UCD for the purposes of student recruitment, public and alumni relations, or development, including external administrative publications, must be reviewed and approved by Editorial Design during the initial planning stages. Materials circulated within UCD may require review and approval as official publications, depending on their nature and scope. Editorial Design has the authority to make the determination of whether an item requires review and approval as an official publication.

##### A. Materials requiring review by Editorial Design

The following publications must be reviewed and approved by Editorial Design before printing and distribution:

1. Administrative publications for external audiences--those 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.
2. Publications relating to ceremonial or special events--those produced by administrative or other campus units intended for the purposes of student recruitment, public and alumni relations, or development that primarily inform the public of, or invite the public to, a specific function. Examples are posters, programs, and invitations to ceremonial and special events.

**B. Materials not requiring review by Editorial Design**

The following publications do not require review or approval by Editorial Design before printing and distribution:

1. Academic publications--those 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.
2. Public service publications--those that disseminate information to the public related to continuing education or extension programs. This includes publications of University Extension, Cooperative Extension, and the Office of Continuing Medical Education, which have their own editorial staffs.
3. Internal administrative publications--those produced by administrative or other campus units designed to present information to campus audiences. Examples are orientation booklets, descriptions of extracurricular activities, and listings of special programs available to employees or students.
4. Student publications--those that present information about student-sponsored events or represent the view of a student or group of students, but do not present the view of the campus or a campus unit. Examples are the Student Viewpoint and the Housing Viewpoint.
5. Reports--those ad hoc publications issued by administrative offices or other units of the University. Examples are reports on affirmative action, facilities usage, and administrative matters.
6. UCDMC and School of Medicine publications--those produced by Medical Sciences Public Affairs and those covered by UCDMC Hospital Policies and Procedures Manual Section 1312. Examples are Update, Matrix, and marketing communications.

**C. Other responsibilities of Editorial Design**

1. Editorial Design is responsible for the publication and interpretation of the UC Davis Publication Standards Manual.
2. The unit shares responsibility with the Office of the Provost and the Office of the Registrar for the publication of the General Catalog.
3. The unit coordinates the publication of materials for commencements and other official public ceremonies, and produces special institutional support projects such as multi-image audiovisual presentations, view books, and other promotional publications.
4. The unit produces the campus's principal external relations publication, UC Davis Magazine.

**IV. Procedures**

Departments may choose either to work directly with Repro Graphics (see Section 310-20) or to

purchase services through a departmental purchase order or a purchase requisition (see Sections 350-21 and 350-25). The following procedures apply to printed publications done through Repro Graphics. Schedules and production processes for non-print publications will be different.

Responsibility	Action
Originator	<ol style="list-style-type: none"> <li>1. Determines audience and objectives for publication before planning budget or content.</li> <li>2. Writes copy and secures any required administrative approvals. (Refer to V, below, particularly V-F, V-G, and V-H.)</li> <li>3. Consults with Editorial Design and Repro Graphics to establish production schedule. <ul style="list-style-type: none"> <li>• Required lead time ranges from 3 weeks for a poster or similar small publications to 8 to 12 weeks for brochures.</li> </ul> </li> <li>4. Obtains photographs or artwork to be used; obtains any necessary copyright permissions and photo releases. <ul style="list-style-type: none"> <li>• Editorial Design will lend available photographs and artwork from its files or will help originator to obtain photographic or art services through campus services.</li> </ul> </li> <li>5. Calls Editorial Design for appointment to submit copy and discuss design.</li> </ol>
Editorial Design	<ol style="list-style-type: none"> <li>6. Advises originator on style, tone, and general wording of original copy; advises on layout, design, and selection of paper, ink color, electronic file format, and type styles.</li> <li>7. At originator's request, sends work order to Repro Graphics for cost estimate.</li> </ol>
Repro Graphics	<ol style="list-style-type: none"> <li>8. Provides estimate, based on originator's original copy, photographs or artwork, general specifications (number of copies, paper, type style, ink, number of pages or panels), and any special printing effects.</li> </ol>
Editorial Design	<ol style="list-style-type: none"> <li>9. Edits copy for general accuracy and consistency of style, using Publications Standard Manual as a guide. <ul style="list-style-type: none"> <li>• Accuracy of proper names, titles, times, dates, and technical information is the responsibility of the originator.</li> </ul> </li> <li>10. Discusses any editorial changes with originator before approving copy.</li> <li>11. For certain new publications related to its primary areas of responsibility (those for student recruitment, public and alumni relations, or development), provides design and, workload and time permitting, prepress production; after approval of originating unit, sends electronic file to Repro Graphics.</li> </ol> <p>OR</p>

	<p>12. For other publications, sends approved copy to Repro Graphics.</p> <p>13. Consults with Repro Graphics staff as necessary during design and production process.</p>
Repro Graphics	<p>14. Handles scheduling, prepress production, and printing. (Refer also to Section 310-20.)</p> <p>15. Notifies originator and Editorial Design when copy is ready for proofing.</p>
Originator	16. Proofreads publication.
Originator and Editorial Design	17. Sign authorization to print material, indicating that proofs are accurate and complete.
Repro Graphics	18. Provides printed samples of publication to Editorial Design for review.

**V. Further Information**

- A. Contact the Editorial Design Office, 752-9839, for further information about the preparation, review, and approval of UCD publications.
- B. Contact the Repro Graphics Department, 752-0867, for further information about printing needs.
- C. Copyright regulations are documented in Sections 210-70, -71, -72, and -73. Contact the Business Contracts & Analysis Office, 752-2426, for further information.
- D. All UCD publications that are sent to the general public or specific publics require the inclusion of the appropriate nondiscrimination or nondiscrimination/ affirmative action policy statement. The nondiscrimination policy statement covers student- related matters (which include admissions, access, and treatment in University programs and activities), and the nondiscrimination/affirmative action policy statement applies to employment practices (which cover all employees, including students who are employees). If you have questions, call Editorial Design, 752-9839, or the Affirmative Action Compliance Officer, 752-2412.
- E. Photographic guidelines are available from Editorial Design, 752-9839, or the Business Contracts & Analysis Office, 752-2426. Photographic model release forms are available from Editorial Design or from Public Communications.
- F. All publications involving fund raising in any way must be reviewed and approved by the Development Office before being brought to Editorial Design. All fund- raising publications that request personal information from donors must include the Development Privacy Notice. Contact the Development Office, 757-3210, for further information.
- G. At UCDCM, certain types of publications require review by Medical Sciences Public Affairs. Refer to UCDCM Hospital Policies & Procedures Manual Section 1312.
- H. Refer to Section 310-30 for policy regarding materials that require approval by the Chancellor's Office prior to campuswide distribution.