

# UC Davis Policy and Procedure Manual

## Chapter 310, Communications and Technology

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

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Responsible Department: University Communications

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#### I. Purpose

This section presents policy and procedure regarding the planning, coordination and implementation of communications programs and publications, including publications available through the Web; defines the role of University Communications and its Publications and Marketing units in establishing and maintaining graphic, editorial, and marketing standards for print, electronic, and broadcast communications, and ensuring that campus publications conform to campus policy and standards; and defines the role of the News Service as the official voice of UC Davis to local, regional, state, national and international news media. For information on multimedia productions, see Section 310-45. For additional information on UCDHS communications, see UCDHS Policy and Procedure Manual Section 1303 and Section 1312.

#### II. Policy

- A. The role of University Communications is to foster and guide campuswide collaboration to provide strategic benefits of effective communication that satisfies the needs of individual units while strengthening the University's institutional brand position.
- B. 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 IV.A, below). The Publications and Marketing units within University Communications have 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 include the UC Davis logo and shall be reviewed and approved by University Communications. All existing logos must be approved when revised. Guidelines for and examples of logos are available at <http://pubguide.ucdavis.edu>.
  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 Publications unit (530-752-9839) or the Affirmative Action Compliance Officer (530-752-2412) for information.
  4. Official publications of an informational or administrative nature generally shall not contain advertising. (See Section 270-25.)
- C. The UC Davis News Service is the exclusive source for developing and disseminating news about UC Davis to the general public through the mass media (e.g., newspapers, radio, television, magazines, World Wide Web, broadcast operations). The News Service 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 maintains or mediates 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 290-05), 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 News Service authorized to conduct their own media relations.
- D. The UC Davis Marketing unit oversees campus branding, marketing research, and fundraising communications. The Marketing unit has the authority to review and approve major marketing campaigns or initiatives.

### III. Publication Standards

- A. The UC Davis logo (or wordmark) should be included prominently on all material that represents UC Davis. See the Publications Standards Guide at <http://pubguide.ucdavis.edu> for acceptable use information, design suggestions and downloadable electronic files of the logo for Web, print and other media use.
- B. The campus athletics 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 athletics marks shall not be used to identify campus academic or administrative units or programs.
- C. Editorial standards for official UC Davis publications are at <http://ucomm.ucdavis.edu/downloads/styleguide.pdf>.
- 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 the Technology Transfer Center (297-4493, <http://research.ucdavis.edu/home.cfm?id=OVC,2,1021,1167,1175>).
- F. For additional information on use of the University name, seal, or other trademarks, see Section 310-65.

### IV. Procedures

- A. Publications
  1. The following materials are official publications that must conform to campus graphic and editorial standards (see III.C, above) and must be reviewed and approved by the Publications Office:
    - 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 campaigns.
    - 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 III.C, above) but do not require individual review by 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.  
  
Examples are IT Times, CA&ES Outlook, and The Graduate School of Management Innovator.
3. The following materials, which have a more limited distribution than those cited above, are not official publications and do not require review or approval by University Communications 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 present the view of the campus or a campus unit.  
  
Examples are the Student Viewpoint and the 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.
4. Photographic guidelines are available from Publications, 752-9839. Photographic model release forms are available from University Communications.
5. All publications involving fundraising in any way must be reviewed and approved by the

Development Office and the Marketing unit. All fundraising publications that request personal information from donors must include the Development Privacy Notice. Contact the Development Office, 757-3210, for further information.

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

**B. Marketing**

1. Campus units shall submit to the Marketing unit plans for marketing campaigns or initiatives that are intended to reach, through any media, an audience greater than 10,000 people, or an audience that could have broad institutional impact of influence.
2. The Marketing unit shall seek input from the Communications Council and other groups in the development of University marketing communications campaigns and initiatives.

**C. 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 the News Service in person, via telephone call, e-mail 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 an individual, the 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 or 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 patients at UCDCMC should be directed to Health System public affairs.

**V. Responsibilities**

**A. University Communications**

University Communications disseminates information through the following official campus publications:

1. World Wide Web—campus Web home page, news tips and news releases, Dateline, the University Communications site, and the News & Information site.
2. Backgrounders—written summaries distributed to key administrators regarding police or fire emergencies or selected campus incidents that might trigger inquiries from the news media.
3. Dateline UC Davis—weekly faculty/staff newspaper including information on seminars, colloquia, and other campus events.
4. UC Davis Magazine—quarterly publication targeting faculty, staff, parents, alumni, and friends of the campus.
5. UC Davis in the News—electronic clipping service of news media coverage of the campus and community.

6. Aggie Family Pack—monthly electronic publication targeting parents of current students.
7. Keeping in Touch—quarterly publication for residents of the city of Davis.
8. Facts Brochure—annual publication articulating the most recent facts about UC Davis.
9. UC Davis Annual Report—annual report outlining achievements and pertinent financial metrics of the previous year.

B. News Service

The News Service serves the news media and general public by:

1. Preparing and distributing news tips, news releases, media advisories, expert sources, media calendar items, and query letters regarding newsworthy items within the campus community.
2. Producing “Newswatch” TV segments for the Sacramento PBS affiliate, magazine-length pieces for UCTV, and occasional documentary-length productions.
3. Creating multi-media Web sites, including news releases, expert sources, photo slide shows, and video clips.
4. Arranging news briefings or news conferences on major campus events and announcements.
5. Arranging media tours of campus facilities of interest to reporters.
6. Responding to requests from news media representatives for expert sources, information, interviews, appointments, photographic or video coverage, or similar assistance.
7. Assisting a sponsoring campus unit with media coverage of campus-based conferences as appropriate.
8. Compiling and updating experts lists and other informational publications.
9. Maintaining regular telephone and in-person contact with broadcast, electronic, and print media representatives.
10. Providing media access, in compliance with state and federal privacy laws, to News Service files of news releases, documents, and clippings on campus programs, facilities, faculty, and senior administrative officers.
11. Advising students and student groups with events publicity for major activities (e.g., Picnic Day, student forums, Cultural Days) and media activities.

C. The UC Davis Communications Council

The council draws upon the collective expertise of communications staff to improve collaboration among units and more effectively promote the University. Council priorities are determined by its membership, which includes the Assistant Vice Chancellor—University Communications and more than 90 professional communications staff from the campus, with coordination and assistance provided by University Communications. The Council also hosts two subcommittees: the Marketing Task Force and the Development Communications Council.

**VI. Further Information**

- A. Information regarding campus publications is available from University Communications, Publications unit, (530) 752-9839, <http://ucomm.ucdavis.edu/publications.html>.
- B. Information on printing publications is available from Repro Graphics, (530) 752-0867.
- C. Questions regarding public information and media relations should be directed to the News

Service, (530) 752-1930, [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, (530) 752-0506, <http://ucomm.ucdavis.edu/marketing.html>.
- E. Questions regarding membership in the UC Davis Communications Council can be addressed to the Assistant Vice Chancellor--University Communications, (530) 752-3683.

**VII. References and Related Policies**

- A. UC Davis Campus Style Guides (<http://ucomm.ucdavis.edu/pubguide>):
  - 1. Publication Standards Guide.
  - 2. Editorial Style Guide.
  - 3. Web Standards Guide.
  - 4. Logo, Seal, and Aggie Athletic Marks: Usage Guidelines.
- B. UCD Policy and Procedure Manual:
  - 1. Section 270-25, Commercial Activities.
  - 2. Section 290-05, Campus Emergency Policy.
  - 3. Section 310-30, Directives.
  - 4. Section 310-45, Guidelines for Multimedia Productions of University Programs and Activities.
  - 5. Section 310-65, Use of the University's Name and Seal.
  - 6. Section 310-70, World Wide Web Standards.