[Reviewed with no changes: April 8, 2014]

Angelo State University
Operating Policy and Procedure

OP 26.05: Communications and News Media Policy and Procedures

DATE: April 8, 2014

PURPOSE: The purpose of this Operating Policy and Procedure (OP) is to develop, using mass communications, public understanding of Angelo State University programs, activities and events.

REVIEW: This OP will be reviewed by March 1 of every even-numbered year by the Office of Communications and Marketing with recommendations for revisions presented to the president by April 1.

POLICY/PROCEDURE

The Office of Communications and Marketing provides assistance and counsel for all communications and news media needs of Angelo State University to support the teaching, research, and service mission of the university. The Office of Communications and Marketing serves as a liaison between the Angelo State University community and the media, assisting representatives of print, broadcast and online media in locating sources of information on campus and providing information of public and media interest in a professionally prepared format. The Office of Communications and Marketing also produces *Angelo State University Magazine* and other publications and is responsible for the content and site management of the Angelo State University website.

1. Print and Web Publications Guidelines

All Angelo State University staff and faculty are required to use the Angelo State University logo, publication guidelines and graphics standards adopted by the university, for all external or internal publications, including letterhead, reports, magazines, newsletters, presentations and Web pages. Staff and faculty must follow the guidelines and use available templates, all of which work together to establish the university's comprehensive visual identity. Questions should be directed to the director of communications and marketing or the director of graphics.

2. Paid Advertising

All advertising purchased by any unit within the university, excluding personnel classified advertising, must be approved by the director of communications and marketing.

3. News Media

Staff and faculty must contact the Office of Communications and Marketing as a first step in planning all news conferences, special events or other functions where media coverage is desired. Staff and faculty may prepare first drafts of communications for the media, but must

collaborate with the Office of Communications and Marketing on final copy before distribution. The Office of Communications and Marketing is responsible for disseminating all news releases, media advisories and other information about Angelo State University to media outlets and will otherwise make all media contacts for the university. Any questions regarding media contacts or coverage should be directed to the director of communications and marketing or his/her designee. Written communications with media must conform to Associated Press style and accepted journalistic standards.

4. Responding to Media Inquiries

The Office of Communications and Marketing appoints a staff person within the office to serve as the official media spokesperson for the university. However, faculty and staff are allowed and encouraged to respond to media inquiries directly when acting in their areas of academic or professional expertise. Faculty and staff who respond to media inquiries are required to send, via e-mail, preferably, or phone call, a brief report on the media contact to the director of communications and marketing. Should the faculty or staff member deem a media inquiry to be of a controversial or questionable nature, faculty and staff are to contact the Office of Communications and Marketing to discuss the media inquiry prior to responding. For all routine media inquiries, a brief e-mail report subsequent to responding is sufficient.