

UAR Number: 703.01
Title: Communications, Media Relations, and Marketing Policy
Originator: Assistant Vice President for Communications and Marketing
Initial Adoption: 09/28/2010

Purpose: The Morehead State University Office of Communications & Marketing has primary responsibility for the coordination of an integrated marketing communications and branding program. This policy covers such activities as media relations, news releases, official statements, University publications, advertisements, the institutional Web site and social media presences, and other official forms of communication. It also serves to describe the procedures to be followed when using the University logo, seal, or name in materials.

Procedural References: UAR 331, 700, 701

Scope (Who Is Covered By This UAR?): All Morehead State University personnel and other affiliated employees. The Department of Athletics will be exempted; however, Athletics will follow institutional branding campaigns and guidelines where appropriate and will coordinate marketing efforts with the Office of Communications & Marketing.

Applicability: This regulation applies to all Morehead State University employees, departments, programs, offices and officially affiliated agencies, unless otherwise noted.

Responsibility: The Division of University Advancement/Office of Communications & Marketing has primary responsibility for this UAR. The Chief of Staff and Vice Presidents are responsible for ensuring that this regulation is administered.

Guidelines: **A. Branding**

1. Logos and Marks

The seal, logos, word marks, and mascot of Morehead State University are copyrighted. They may be used only with the authorization of the University through the Office of Communications & Marketing or the Assistant Director of Alumni & Constituent Relations (Licensing Coordinator). Likewise, the name of the University may not be used for commercial purposes or purposes other than official business without the express consent of OCM.

2. The Official Name

The official name of the University is Morehead State University.

- a. The official university name (Morehead State University) should be used in first references in all formal communications.
- b. Second references may be abbreviated as Morehead State or MSU.
- c. The University shall not be referenced as simply Morehead.
- d. Regional campuses shall be referenced as Morehead State University or Morehead State at (insert location) or MSU at (insert location).

3. Additional Style & Branding Guidelines

Additional style and branding guidelines are available through the online Branding Style Guide. All offices, programs and departments affiliated with Morehead State University are required to follow this guide.

B. Printed & Electronic Marketing Communications

1. General Procedures

University departments preparing publications (newsletters, magazines, booklets, fliers, program brochures, posters, signs, etc.), advertisements (electronic and print), photographs, Web pages, and/or audio-visual presentations intended for an external audience must first contact the Office of Communications & Marketing. OCM must approve all external audience marketing communications. Academic and conference presentations are not subject to this review.

The Office of Communications & Marketing will review and authorize each print project, then assign each project a job number and either:

- a. write, edit, design and produce the piece(s) and arrange for printing through Document Services;
- b. assign the job to an authorized off-campus vendor for editorial, graphic and/or printing production should these services be unavailable on campus; or
- c. work closely with campus representatives to complete the project within University standards for the intended audience.

In most cases, the originating department will be responsible for costs associated with producing a/the product(s).

Electronic advertisements, Web pages, videos, and audio-visual promotional programs will also be assigned a job number and, in most cases, be executed or coordinated by the Office of Communications & Marketing. At its discretion, the Office of Communications & Marketing may assign such jobs to authorized off-campus vendors for production.

OCM has responsibility for final approval of all text, messages, design, photographs, Web page content and design, graphic representations and artwork for work it prepares and for vendor-assigned jobs.

All copying and printing is to be completed through Document Services. Document Services, a unit within Auxiliary Services, will accept only those purchase requisitions for composition, printing, advertising, photography and/or audio-visual services that bear the approval of the Office of Communications & Marketing.

Document Services, authorized vendor(s), and/or campus representatives will operate under the Office of Communications & Marketing direction with regard to editorial style (including approved University facts), graphic standards and University messages and images. OCM will supply the vendor(s) with editorial and graphic style guidelines and updates as appropriate.

Web Content Authors and Contributors will adhere to MSU style via Web templates as delivered within the institutional content management system.

All university advertising placement/buying should be coordinated through the University's centralized media buying process by contacting the Office of Communications and Marketing to ensure 1) appropriateness and consistency of University messaging and image and 2) that the university receives the most competitive rates possible for all its advertising purchases.

Departments preparing publications for large groups of employees for the purpose of communicating University business outside of a memo (i.e. newsletter, video, multimedia presentation), should follow the above steps. Departments

preparing materials that will be seen or used by small groups of internal audiences or used with students in the classroom may either:

- a. handle their own arrangements for formats based on the University's Branding Style Guide, where applicable; or
- b. contact the Office of Communications & Marketing, which will suggest production arrangements for the department.

2. Letterhead, Envelopes, Business Cards and Direct Marketing. University divisions and departments must comply with standard layouts for letterhead, envelopes, business cards and other direct marketing mail pieces.

3. Digital Publications

The procedures and guidelines set forth in this policy apply to all electronic and online materials (Web, social media, videos, etc.).

4. Special Agencies

MSU Athletics, Eagle Trace Golf Course, and Kentucky Folk Art Center will retain their copyrighted marks for restricted use. Other agencies affiliated with Morehead State University may use the official University logo with permission of the Office of Communications & Marketing.

C. Media Relations

1. General Procedures

All official news and information communicated to the news media by Morehead State University as "official" news releases, statements, tips, and reports, shall be initiated and approved in advance by the Office of Communications & Marketing (Media Relations).

The University may choose to state its position through the issuance of official press releases or through verbal comments by an official news media spokesperson. All media inquiries should be reported as soon as possible to the Media Relations Director. The Director may determine that the University's interests would be best served by responding directly to the news media representative or by referring them to another official. No member of the University community is prohibited from responding to news media inquiries but only designated spokespersons are authorized to issue official statements on matters of institutional policy.

2. News Conferences

All official Morehead State University news conferences are to be planned, coordinated, and arranged through the Office of Communications & Marketing. The necessity and appropriateness of all news conferences shall be determined by the Chief of Staff, the Vice President of University Advancement, the Assistant Vice President for Communications & Marketing and/or the Media Relations Director.

3. Official Spokesperson

The Chief of Staff or his/her designee (the vice president with related area of responsibility) shall be the official University spokesperson. In "crisis" situations, the official spokesperson or designee shall have sole authority for making statements about the University's "position" concerning the "crisis." The MSU Police Department, in collaboration with the Offices of Communications & Marketing and Information Technology, is responsible for dissemination of emergency management/police information and alerts.

D. Review

This policy shall be reviewed by the Vice President for University Advancement and the Assistant Vice President for Communications & Marketing annually or as needed.

Approved by: Wayne D. Andrews, President Date: 9/30/2010