

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

Operating Policy and Procedure

HSC OP: 02.04, Processing, Management, and Publicity of Gifts and Grants from Private Philanthropic Sources

PURPOSE:

4. **Publicity.**

- a. The VCIA, Director of Donor Relations and Campaign Events, and the Associate Vice Chancellor, in coordination with the faculty/staff contact person, the donor, and the Office of Communications and Marketing, is responsible for coordinating all publicity related to gifts. In all cases, any special desires of the donor and good taste will prevail.
- b. Before any gift can be publicized, the faculty/staff contact person shall obtain the signature of the donor on a release form authorizing publicity of the gift.