

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

Operating Policy and Procedure

HSC OP: 67.02, **Communications, Advertising, and News Media**

PURPOSE: The purpose of this Health Sciences Center Operating Policy and Procedure (HSC OP) is to provide guidance with regards to the creation and disbursement of news media, advertising and marketing on behalf of TTUHSC. This policy provides guidance for coordination and approval to ensure all communications and marketing are consistent with approved brand identity guidelines and reputation management

- c. C&M staff must be consulted for broadcast and/or print publication needs including design, editing, layout, writing, video and photographic services. Consultation is provided by C&M from inception through final production. Ideally, before requesting assistance, the department should have a concept of what is needed, the audience for the materials and a deadline for the project. A three (3) to six (6) week lead time is most advantageous for production.
- d.

4. Paid Contract Services for Media Relations, PR, Creative Services, Web, Social Media, and Marketing
 - a. All TTUHSC faculty, staff and students seeking to contract services otherwise provided by C&M must contact C&M prior to issuing any solicitation or entering into any agreement with the contracted entity. If C&M is limited in its scope of services or delivery timeframe, it will oversee the process to contract an outside agency to execute the services requested. C&M will maintain a list of approved contractors, make contact with the agency, and ensure the service or product is delivered to TTUHSC as requested.