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3.500 Communications (Business Management)

3.000 Business Management

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3.501 Communications

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Type of Policy <input checked="" type="checkbox"/> University <input type="checkbox"/> <i>Campus</i> <input type="checkbox"/> <i>Department/Unit</i> <input type="checkbox"/> Interim		Communications Policy Policy 3.501	
Business Management Policies		Effective date: February 27, 2010	
Policy History:	Approved by:	Resolution #	Date
Approved	Board of Governors	2.27.10:20	February 27, 2010
Revised (Non-substantive)	Office of University Counsel	N/A	May 10, 2017
Responsible Office	Responsible Administrator:	Contact information	Applies to:
Office of University Communications	Director of Communications	937-769-1222	University and All Campuses

I. Introduction

A. Purpose

Antioch University’s communications program is designed to promote and protect the interest of the University. By establishing and maintaining a high standard of quality in every aspect, we enhance the identity of Antioch University, its programs and strategic initiatives, and encourage support and advocacy from the entire Antioch community and beyond.

The University Marketing Office serves to advance the mission, programs, faculty, staff, and students of Antioch University by disseminating timely news and information to our internal and external constituents. The Office also provides consultative services that assist the campuses to fulfill their goals and to serve their various constituents.

II. News Releases

Antioch believes that it is crucial to unify our campuses through one University voice, while maintaining individual campus identity (see AU Publications Policy # 3.503). The purpose of this policy is to help ensure that the University is represented with a consistent message and with one clear voice to all of its publics, both internal and external.

Antioch University believes that it has an obligation to inform the public about matters that should be in the public domain. The University Marketing Office is the official source of information for University-wide issues. It also takes the lead in managing the day-to-day engagement with the media, whether in response to enquiries or through proactive publicity. This office issues news releases pertaining to University-wide matters.

The information function is coordinated with members of the administration and the Board of Governors when the media requests information on such matters as:

- (a) questions of policy or issues for which a spokesperson had been designated;
- (b) questions for which a University representative has been prepared;
- (c) responses that require two or more University sources; and,
- (d) safety issues.

The chair of the University Board of Governors speaks on behalf of the Board; and the University Chancellor speaks on behalf of the University. In the event that other University officials are not available for comment, the Vice Chancellor for Marketing serves as the designated University spokesperson.

In the event of a news story, from a minor occurrence to a true crisis* situation, it is the job of the University Marketing Department to:

- Coordinate the flow of information to the media and concerned publics;
- Assist University officials in preparing public statements;
- Assure that public information is made available accurately and in a timely manner, and
- Assist campuses as a resource in the coordination of their message.

(* a crisis is an unforeseen critical event, violent or non-violent, caused by nature, by accident or by deliberate acts, about which the media and the public will expect information.)

News releases are faxed or emailed to area newspapers, radio stations, television stations, and other appropriate news outlets. Whenever possible, a news release will be submitted two weeks prior to the date of a scheduled event.

The University Marketing Office offers and coordinates services to enhance the visibility and to accurately project the key messages and image of Antioch University through the judicious use of a variety of communications. These include news and feature releases, publications, the Web site, coordinated outreach activities, advertising and prompt response to media queries. The office is responsible for the University branding initiative and the University's institutional identity standards.

A. Campus Releases

Ideas for campus releases often originate in academic departments, admissions, marketing committee, or other campus programs and offices. To assure that press releases reflect professionally on the institution, it is important that all standards are followed. Every

press release will include the approved campus or program logo; designated contact person; release date; and the body of the release. Therefore, all press releases must be approved and released by the campus Marketing Director or the campus designee. Campus press releases will contain institution information including a statement describing campus or program integration into the entire University (see AU Publications Policy 3.503).

A copy of every campus press release should be sent to the Vice Chancellor for Marketing in central administration for review for compliance with institutional graphic communications standards and archiving purposes. See Logo section below on graphic communications standards.

III. Advertising

Whether by web or print, the purchase of advertising is one of the key tools available to Antioch University to deliver the University message to target audiences. It may be one of the purest, least-filtered forms of communication available. As with all communications, Antioch advertising shall adhere to the highest standards of quality. Copy shall be kept simple and direct. Artwork shall be creative and should clearly communicate the message.

All University-based advertising shall expressly state its affiliation with all other campuses in a manner relevant to the nature, audience and purpose of the advertisement to maximize the efficiency of the University-wide message. The appropriate approved University logo will be used in print and television advertising, billboards, CD's, websites and any other electronic or static visual formats. Radio advertising shall include a reference to the University system, if time permits. The principles set forth in the University Graphic Standards Style Guides will provide a clear framework within which individual creativity may be exercised.

IV. Intellectual Property Rights

The purpose of this policy is to ensure clarity, as it is associated with ownership of various types of intellectual property posted virtually on behalf of Antioch University. Antioch University owns the copyright for recording or electronic transmission of a faculty member's class/lecture (e.g., video/broadcast/podcast) under Antioch University Policy 5.503 (Intellectual Property) Section III (B), (definition of "Institutional works"), unless otherwise provided.

The Antioch University Release Form titled Virtual Use Release Form # 3.501:01 must be completed and electronically filed before posting any virtual intellectual property.

V. Logo

The Antioch brand will drive marketing plans. These marketing plans will change and adjust over time, while continuing to reflect our respect for Antioch traditions, history, educational philosophy and pedagogy. The branding initiative will appreciate the institution as a whole as well as the specific character of each campus' unique culture and audience.

Two style guides, one for print and a second for the web and virtual presence, set forth the graphic communications standards for Antioch University, including the use of the approved

institutional logos. These two manuals are intended as guides for those who are preparing printed and other visual communications, including the web, for Antioch University and its respective campuses and programs. It will be applicable to the visual design, format, and presentation of all printed and visual material produced or procured by the University and its campuses and programs.

To achieve maximum consistency, the University style guides set forth standards that will support identification of the University as a whole and its diverse units through three basic standards:

1. an identifying word mark;
2. a typographic style, and
3. a style design.

The principles set forth in the style guides will provide a clear framework within which individual creativity may be exercised.

A copy of each print collateral will be sent to the Vice Chancellor for Marketing, who will periodically review representative publications and the virtual presence of the University and its units for consistency, and will act as an advisor in special situations not covered by this manual.

Policy Cross Reference

Publications Policy	Policy # 3.503
Intellectual Property Rights Policy	Policy # 5.501

Forms Cross Reference

Release Form for Virtual Use	Form # 3.501:01
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