

December 2011

## 3.501 Communications

Follow this and additional works at: [https://aura.antioch.edu/policies\\_300\\_5x](https://aura.antioch.edu/policies_300_5x)

---

### Recommended Citation

"3.501 Communications" (2011). *3.500 Communications (Business Management)*. 1.  
[https://aura.antioch.edu/policies\\_300\\_5x/1](https://aura.antioch.edu/policies_300_5x/1)

This Article is brought to you for free and open access by the 3.000 Business Management at AURA - Antioch University Repository and Archive. It has been accepted for inclusion in 3.500 Communications (Business Management) by an authorized administrator of AURA - Antioch University Repository and Archive. For more information, please contact [dpenrose@antioch.edu](mailto:dpenrose@antioch.edu), [wmcgrath@antioch.edu](mailto:wmcgrath@antioch.edu).

December 2011

## 3.501 Communications

Follow this and additional works at: [http://aura.antioch.edu/policies\\_300\\_5x](http://aura.antioch.edu/policies_300_5x)

---

### Recommended Citation

"3.501 Communications" (2011). *3.500 Communications (Business Management)*. 1.

[http://aura.antioch.edu/policies\\_300\\_5x/1](http://aura.antioch.edu/policies_300_5x/1)

This Article is brought to you for free and open access by the 3.000 Business Management at AURA - Antioch University Repository and Archive. It has been accepted for inclusion in 3.500 Communications (Business Management) by an authorized administrator of AURA - Antioch University Repository and Archive. For more information, please contact [dpenrose@antioch.edu](mailto:dpenrose@antioch.edu), [wmcgrath@antioch.edu](mailto:wmcgrath@antioch.edu).

Type of Policy <input checked="" type="checkbox"/> <b>University</b> <input type="checkbox"/> <i>Campus</i> <input type="checkbox"/> <i>Department/Unit</i> <input type="checkbox"/> <u>Interim</u>		<b>Communications Policy</b>  <b>Policy 3.501</b>	
<b>Business Management Policies</b>		Effective date: February 27, 2010	
<b>Policy History:</b>	<b>Approved by:</b>	<b>Resolution #</b>	<b>Date</b>
Approved	Board of Governors	2.27.10:20	February 27, 2010
Revised (Non-substantive)	Office of University Counsel	N/A	May 10, 2017
Revised		N/A	April 13, 2018
<b>Responsible Office</b>	<b>Responsible Administrator:</b>	<b>Contact information</b>	<b>Applies to:</b>
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 of communications, 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 (“UMO”) 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 University, its programs and campuses to fulfill their goals and to serve their various constituents. 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.

## II. Functions of the University Marketing Office

Antioch believes that it is crucial to unify our programs and campuses through one University voice, while maintaining individual program and campus identity (see AU Publications

Policy # 3.503). 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 Antioch University website, coordinated outreach activities, advertising and prompt response to media queries. The UMO is responsible for the University branding initiative and the University's institutional identity standards. Toward that end, the UMO represents the University, its programs and campuses in various way, including:

#### **A. Media Relations**

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. The UMO takes the lead in managing day-to-day engagement with the media, whether in response to enquiries or through proactive publicity.

1. News Releases. The UMO issues news releases pertaining to University-wide matters. In the event of a news story, from a minor occurrence to a crisis situation, it is the job of the University Marketing Department to:

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

The UMO also sends news releases of local interest to area newspapers, radio stations, television stations, and other appropriate news outlets. For scheduled events, the UMO will submit a news release two weeks in advance, where possible.

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

1. Questions of policy or issues for which a spokesperson had been designated;
2. Questions for which a University representative has been prepared;
3. Responses that require two or more University sources; and
4. Safety issues.

3. University Spokesperson. The Chair of the University Board of Governors speaks on behalf of the Board; 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.

#### **B. Advertising**

The purchase of advertising is one of the key tools available to deliver the

University message to target audiences. As with all communications, Antioch advertising shall adhere to the highest standards of quality.

In order to present a unified University voice, all advertising, marketing materials and publications shall expressly state the affiliation with all other campuses in a manner relevant to the nature, audience and purpose of the advertisement. The appropriate approved University logo will be used in visual advertising. Radio advertising shall include a reference to the University system, if time permits.

### **III. Intellectual Property Rights**

#### **A. Video Recordings of Classes.**

As set forth in AU Policy 5.503 (Intellectual Property), Antioch University owns the copyright to recordings of a faculty member's class/lecture. In consideration of ownership and student privacy considerations, students may not broadcast, post or otherwise disseminate recordings of classes outside the class group.

### **IV. University Style Guides**

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 institutional logos. All visual communications, both paper and digital, must conform to the applicable Style Guide.

To achieve maximum consistency, the University Style Guides set forth standards that will support identification of the University 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.

The OUM will collect a copy of each print collateral published. The Vice Chancellor for Marketing 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