

Memo to: All UH-Downtown/PS Holders

UH-Downtown/PS 09.B.03

From: Manuel T. Pacheco, President

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Subject: Procedures for Initiating and Producing University of Houston-Downtown Publications

1. PURPOSE

The purpose of this PS is to assure that all University of Houston-Downtown (UHD) publications and other graphic materials produced for the university reflect high standards of editorial style, content accuracy, and design, as well as fiscal responsibility.

2. POLICY/PROCEDURES

2.1 Items Governed by This PS

This PS applies to all UHD publications and other graphic materials for both internal and external use, with the exception of the following:

2.1.1 Materials for academic use in the classroom are the responsibility of the academic divisions of UHD.

2.1.2 Materials produced to meet funding and/or reporting requirements of governmental or funding bodies are the responsibility of the supervising administrator.

2.1.3 Publications and graphic materials of student organizations are the responsibility of the director of student activities, but must be coordinated with the office of university relations prior to publication for adherence to standards.

2.1.4 Editors of student publications which are primarily journalistic or literary in nature, such as the student newspaper and literary magazine, are solely responsible for the content, style, and appearance of these publications. While student editors are expected to be guided by the standards of professionalism described in the operating procedures of their respective publications, the university and its representatives may not require that these publications be submitted for review prior to publication.

2.1.5 Individual department communications and memos.

2.2 Materials for Internal Use

Materials are considered "internal" when intended solely for distribution to and use of faculty, staff, and/or currently enrolled students.

2.2.1 Responsibility for content and preparation of materials for internal use rests with the appropriate budget authority in consultation with the coordinator of publications, office of university relations.

2.2.2 Editorial advice, suggested formats for internal forms and other publications, and guidelines for the economical production of internal materials are available from the coordinator of publications, office of university relations.

2.2.3 Materials for internal use generally are to be printed by the UH System printing department unless a more economical printer is found.

2.2.4 Notes is the official newsletter of UHD. Before initiating individual department newsletters that will be distributed throughout the university, the initiating group must consult with the coordinator of publications, office of university relations.

2.3 Materials for External Use

Materials are considered "external" when they are for public distribution or display either on or off campus.

2.3.1 Responsibility for preparation of external materials rests with the office of university relations.

2.3.2 The budget authority requesting publication services is responsible for the accuracy of content.

2.3.3 The office of university relations is responsible for the editorial style and design format of external materials, in consultation with the budget authority, and for assuring that the budget authority has approved the content for accuracy.

2.4 Procedure for Initiating and Producing Internal and External Materials

Anyone wishing to initiate a publication should arrange a meeting with the coordinator of publications as soon as possible to discuss costs, lead time, and procedures.

2.5 Procedures for Distribution of External Materials

2.5.1 The principal walk-up distribution point for university publications is the information center.

2.5.2 The office of university relations coordinates the delivery of printed materials with the job coordinator or the official designated by the job coordinator.

2.5.3 The office of university relations reserves at least 10 copies of the material for file purposes.

2.5.4 The office of university relations is charged with supplying specified quantities of certain types of publications to the Texas State Library under the state documents depository program. The office of university relations notifies the budget authority when ordered materials must be reserved for this purpose'

2.6 Use of University Seal, Logo, Signatures

The coordinator of publications should be consulted about the standard for use of all university identifiers, formats for stationery and business cards, signs, and other graphics.

2.7 Limitations and Priorities

The office of university relations may not be able to handle all requests for assistance. Therefore, full publication services are provided according to the following priorities:

1. Publications required by the office of the president
2. Publications used in the admission or recruitment of students
3. All other publications of the university dealing with the general public or a special off-campus public
4. Publications used off-campus to raise funds
5. Publications of the office of university relations
6. All other publications of the university

3. REVIEW AND RESPONSIBILITIES

Responsible Party (Reviewer): Executive Director of University Relations

Review: As needed

Reprint of original policy statement. Signed original on file in the President's Office.