Media Advertising and Free Press Guidelines

Office of Marketing Communications

Media Advertising and Free Press Staff:
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Media Advertising and Free Press

There are two types of media: paid advertising and non-paid publicity. The Vice President for Marketing Communications and the Director of Publications directs and approves all media advertising while the Director of Communications approves, writes and places all non-paid publicity in the media, including the Internet.

The Vice President for Marketing Communications and the Director of Publications are responsible for placement of all print, broadcast or Web media advertising.

- Media Advertising
    - **Newspaper/Magazine:** Print advertising media have reservation and production deadlines. The Office of Marketing Communications is responsible for ad copy, design and placement under the direction of the Director of Publications.
    - **Radio and Television:** The Vice President for Marketing Communications must approve all radio and television advertising.
    - **Web Advertising:** The Vice President for Marketing Communications must approve and direct all Web advertising and search engine optimization.
- Free Press
    - **Newspaper/Magazine:** The release of any general publicity or promotion of the University or University events is the responsibility of the Director of Communications. This includes placement in media calendars as well as

broader coverage of events and topics of interest. Print media set editorial deadlines. Allow ample time for production and placement.

- **Radio and Television**: The Director of Communications approves and places all radio and television editorial.

- **Web sites:** The Director of Communications approves and places all Web releases or Internet search engine entries.