

**PRAIRIE VIEW A&M UNIVERSITY  
UNIVERSITY RULE**



**09.02.01.P1 Official Messaging**

Approved February 22, 2022

Next Scheduled Review: February 1, 2027

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**Rule Statement**

The Office for Marketing and Communications is responsible for coordinating a consistent brand identity, managing internal and external communications, and providing strategic marketing and communications services to the university's colleges and divisions.

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**Reason for Rule**

This rule is to provide guidance for the official messaging and branding for the university with regards to signage, advertising, social media postings, press releases, news media interviews and website postings in accordance with System Regulation [09.02.01](#) Official Messaging.

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**Official Procedures and Responsibilities**

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**1. RESPONSIBILITIES**

- 1.1 All news media inquiries and requests should be directed to the Executive Director of Marketing and Communications or their designee. For news media inquiries and requests specific to the president and/or university administration, requests should be directed to the Office of Public Affairs. The President, Senior Executive Director for Public Affairs, or the Executive Director for Marketing and Communications will communicate to external audiences regarding matters related to university-wide policy positions and serve as the liaison with the Texas A&M University System's Office of Communications. For the purpose of this policy, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television, podcasts, and radio.
- 1.2 While on university property, news media representatives should, if necessary and appropriate, be accompanied by an Office for Marketing and Communications staff member or a university employee designated by the Office of the President, Office for Marketing and Communications, or Department of Athletics.
- 1.3 Requests for information from news media under the Texas Public Information Act (TPIA) must be in writing, submitted by one of the methods listed below, and directed to the designated public information officer. Only the Public Information Officer or designee may respond to inquiries under TPIA. Requests may be

submitted to [openrecords@pvamu.edu](mailto:openrecords@pvamu.edu) or the Prairie View [Electronic Open Records Portal](#).

- 1.4 All university marketing and advertising should be coordinated with the Office for Marketing and Communications. For the purposes of this policy, marketing and advertising includes all forms of paid and free advertising including print (newspaper, magazine, academic journal, etc.), broadcast (radio, podcast, and television), web (display advertising), billboards, mobile, social media, paid search, direct mail, movie theatre, co-branded promotional items, transportation hubs, branded event activations, and static/digital signage.

## **2. GUIDELINES FOR EMPLOYEES**

- 2.1 If an employee or department is contacted by news media seeking an official statement on behalf of the university, the person or department should notify the Office for Marketing and Communications before providing information or responding to questions. The Office of Marketing and Communications will coordinate with the Office of the President on any official statements to be released publicly.
- 2.2 Faculty who are directly contacted by news media for comment as an expert on topics relating to their areas of study or expertise are encouraged to coordinate through the Office for Marketing and Communications and share any media content with that office.

## **3. FILMING GUIDELINES**

Television and motion picture film/video productions companies and producers of visual material for advertisements (including still photography, embedded augmented reality, and GIFs) and any other outside organizations must secure approval from the Office for Marketing and Communications before beginning any taping or filming on campus.

- 3.1 (Non-News and Commercial filming) university buildings, statues, or other landmarks may not be used in any commercial advertisement in such a way as to misrepresent the university's involvement with, supporting, promoting, or endorsing of any product or service unless a license has been granted through the Office for Marketing and Communications.
- 3.2 The Office for Marketing and Communications will consider specific requests involving photography or videography in television shows, movies, documentaries, or educational-related projects related to PVAMU subject matter.
- 3.3 News media may shoot news photography in outdoor, public, non-restricted spaces on campus. As a courtesy, news media are asked to notify the Executive Director for Marketing and Communications or their designee when news-related shoots will occur in any of these areas on campus. Permission is required to shoot news-related images in all indoor spaces, including the library, classrooms, laboratories, residential, dining, and athletics facilities.

## **4. MARKETING AND ADVERTISING**

- 4.1 Advertising content, design, and placement shall be coordinated through the Office for Marketing and Communications to ensure the design and tone of the advertisement are consistent with brand standards and the current advertising strategy for the university.
- 4.2 Advertising negotiations and purchases shall be coordinated through the Office for Marketing and Communications to ensure purchasing efficiencies and favorable rates are procured.

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#### **Related Policies and Regulations**

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[System Regulation 09.02.01, Official Messaging](#)

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#### **Contact Office**

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Office of Marketing and Communications 936-261-1560

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