**3356-5-06 Electronic media rights.**

Responsible Division/Office: University Relations

Responsible Officer: President; Associate VP for University Relations

Revision History: May 1998; December 2010; December 2015

Board Committee: Institutional Engagement

Effective Date: December 16, 2015 (no changes)

Next Review: 2020

(A) Policy statement. The president, or designee, in order to gain the greatest possible external exposure for the university and to realize income when feasible, may grant electronic media rights.

(B) Parameters.

(1) All transmissions and/or distributions shall meet any applicable regulations placed upon the university by affiliated governing groups.

(2) Electronic media includes radio, television, internet, and any other transmission and/or distribution medium utilized to transmit non-instructional university events on a live or delay basis.

(C) Procedures.

(1) The office of marketing and communication is responsible for the external distribution of electronic media programs.

(2) Program initiatives that have the potential of generating income are subject to bid.

(3) The office of marketing and communication identifies, communicates appropriate electronic standards, reviews external programming activities, recommends new program initiatives, and packages all programs with income potential for bid.

(4) The office of marketing and communication recommends action to the president for the final decision.