

3356-5-06 Electronic media rights.

(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 vice president for university advancement, or designee, 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 vice president for university advancement identifies, communicates appropriate electronic standards, reviews external programming activities, recommends new program initiatives, and packages all programs with income potential for bid.

(4) The vice president for university advancement recommends action to the president for the final decision.

Replaces: 3356:1-15-09

Effective: 05/28/2011

CERTIFIED ELECTRONICALLY

Certification

03/13/2015

Date

Promulgated Under: 111.15
Statutory Authority: 3356
Rule Amplifies: 3356
Prior Effective Dates: Prior to 11/4/77, 6/2/82, 5/21/99, 6/16/03