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Ball State University Social Media Standards

Approval of Official Ball State University Social Media Accounts

Ball State University Web Standards

Ball State University News Announcements

Ball State University Name, Seal and Logos (Branding)

Social Media Dialogue

Ball State University Video Production

Ball State University Photography

Ball State University Freelance Video Production/Photography/Design/Writing

Ball State University Video/Photography Permission/Subject Releases
OVERVIEW:

As of July 2015, the Division of Enrollment, Marketing and Communications completed a review and implementation of best practices in university management and as a result reorganized into two separate divisions: the Division of Enrollment Services and Marketing and Communications.

As a critical part of the new Marketing and Communications implementation of best practices in university management, the following guidelines have been developed to guide the Ball State University community in its marketing and communications activities. These guidelines not only reflect best practices in higher education marketing and communications structure, accountability and efficiency, they reflect direct input and participation from over 300 campus community members during our three Ball State University Brand Refresh Listening Sessions in September 2015, as well as discussions and feedback at Deans’ Council, Faculty Council, University Council, the Division of Enrollment Services and the President’s Cabinet.

These guidelines are designed to enhance Ball State University’s image and message through a stronger and more defined relationship between Ball State University, Marketing and Communications and all Ball State University stakeholders. The goal is to produce both internal and external high quality messaging consistent with Ball State University’s mission, institutional identity (branding), positioning and Presidential/university strategic priorities.

These guidelines are intended to:

- Maximize opportunities to position Ball State University well and enhance Ball State University visibility or stories;
- Ensure all information is consistent with Ball State University design and editorial standards;
- Provide central resources to assist all Ball State University divisions, colleges, departments and programs;
- Integrate efforts between Marketing and Communications and Ball State University Partners in Communication to optimize creativity in design and message as well as to improve information flow ensuring compliance and quality control;
- Ensure Ball State University is efficiently leveraging its marketing and advertising investments at all levels and in all areas;
- Make information flow more efficiently;

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• Reduce miscommunication, poor representation and the dilution of Ball State University messaging.

Please Note:

If for any reason this document is not clear as to the intent described above, Marketing and Communications and the Office of the President encourage Ball State University community members to provide feedback to the Vice President for Marketing and Communications as to necessary clarification and/or reasonable suggested amendments to further facilitate the intent described above.

Further, to ensure inclusivity and standardized substantive review, the Ball State University Marketing and Communications Advisory Group, consisting of one representative per President’s Cabinet member, shall be formed annually with the specific charge of reviewing the current Ball State University Marketing and Communications Guidelines for clarity, ease of use and maximum impact of the Ball State University brand.
THE PURPOSE OF THESE GUIDELINES:
The purpose of these guidelines is to establish the lines of responsibility for, and the standard of, Ball State University’s branding, marketing and communications efforts. These guidelines apply to all Ball State University divisions, colleges, departments, programs, organizations and budgetary units.

BACKGROUND:
Effective communications are central to the success of any enterprise, and Ball State University is no exception. Whether it is through paid advertising, media relations, brochures and other printed publications, promotional videos, TV commercials, Web pages, mobile apps, direct mail or other means, the consistent application of strategies to promote and protect Ball State University brand is of vital importance to Ball State University.

The decentralized structure of Ball State University’s communication management and budget and, until now, an absence of comprehensive marketing and communications guidelines, have led to conflicting and often inconsistent messaging about Ball State University. Successful marketing strategies and communications efforts cannot ensue from isolated or ad hoc methods, even with the best of intentions or budgets. For Ball State University to properly communicate with a consistent voice, it is essential that the marketing and communications activities of Ball State University be coordinated through one central area, Marketing and Communications.

GUIDELINES:
With these guidelines, it is the intent of Ball State University administration that the overall development and application of marketing and communications strategies throughout Ball State University rest primarily with Marketing and Communications under the guidance and approval of the Office of the President. The Vice President for Marketing and Communications, Associate Vice President for University Relations and Communications, and the Chief Marketing Officer are charged with oversight for the development of marketing and communications strategies, and for coordinating the external communications activities of the entire university. No marketing consultants, marketing research firms, media buy firms, social media consultants, advertising agencies, graphic design firms or Web design firms may be hired without prior approval of and coordination with Marketing and Communications.

All external communications activities of Ball State University will be coordinated through Marketing and Communications. These institutional activities include, but are not to be limited to:

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• Publications (including print and electronic “e-publications”);
• Logos and unit identity;
• Advertising (The term “advertising” includes traditional media channels (TV, radio, billboard, magazine, newspaper, digital, etc.) as well as marketing communications that utilize new media channels, including websites, email solicitations, product placement and other activities involved in marketing Ball State University);
• General media relations (distribution of news releases, development of external newswires, faculty expert databases and all other activities related to media relations);
• Promotional videos;
• Primary Ball State University Web pages;
• Crisis communications;
• Market research; and
• Official institutional social media pages.

**Ball State University Partners in Communication Network:**

Ball State’s communication experts in Marketing and Communications implement best practices in higher education marketing and communications by focusing on high level strategic university communication while partnering with the campus community to communicate the entire Ball State story through collaboration and accountability. As guided by Marketing and Communications, all Ball State community members are expected to be responsible for and involved in the creation of and adherence to the Ball State brand and message.

To facilitate this collaborative approach to the Ball State brand and message, Marketing and Communications is now working with all Ball State University Partners in Communication. Ball State University Partners in Communication, a newly designated cadre of individuals, includes Ball State University administrators, faculty, staff and students who actively communicate Ball State messaging and ensure that the Ball State University image is accurately and positively portrayed in news, promotional materials, activities and events. In order to promote this spirit of intellectual and creative collaboration, with the goal of optimizing excellence and creativity in design and messaging, Marketing and Communications emphasizes a collaborative approach through the Ball State University [Partners in Communication Network](http://bsu.edu/markcom), guided by:

- The [Ball State University Marketing and Communications Guidelines](http://bsu.edu/markcom);
- The [Ball State University Brand Standards Style Guide](http://bsu.edu/markcom);
- The [Ball State Branding Resources/Templates](http://bsu.edu/markcom);
- Marketing and Communications developed and instructed [professional development training sessions](http://bsu.edu/markcom) in all areas of marketing and communications;
• The Ball State University *Partners in Communication Network Newsletter*; and
• Regular meetings/listening sessions.

All Ball State University divisions, colleges, departments, programs, organizations and/or budgetary unit employees and/or students responsible for marketing, publications or media relations are invited to register with and participate in the Ball State University *Partners in Communication Network* as organized and facilitated by Marketing and Communications.
BALL STATE UNIVERSITY ADVERTISING APPROVAL

THE PURPOSE OF THESE GUIDELINES:
The purpose of these guidelines is to designate approval procedures for all Ball State University advertising.

GUIDELINES:
All Ball State University advertising (other than for recruitment of personnel, which shall be governed by University Human Resource Services) placed on behalf of Ball State University, and any entity therein, in any publication or electronic medium must be approved by the Marketing and Communications before being processed and/or published. The Chief Marketing Officer is the Ball State University point of contact for all advertising review and approval.

Paid Advertising:
All advertising purchased by any division, college, department, program, organization and/or budgetary unit within Ball State University, excluding personnel classified advertising, must be reviewed, facilitated and approved by the Chief Marketing Officer. This ensures: 1) Quality control, appropriateness and consistency of Ball State University messaging and image; 2) That Ball State University receives the most competitive rates possible for all Ball State University advertising purchases; 3) That Ball State University internal communication and appropriate notice regarding messaging has occurred among all relevant parties (i.e. Academic Departmental Student Recruitment Advertising – the Chief Marketing Officer will ensure that the Department Chair, Associate Dean, Dean, Provost and the Vice President for Marketing and Communications and the Vice President for Enrollment Services are part of the decision making process when approval of advertising is requested).

External Advertising/Marketing/Creative Agencies:
When necessary, Ball State University contracts with external advertising agencies to provide professional advice and creative services for Ball State University branding campaigns and other key projects.

All agency briefs are managed through Marketing and Communications. No other area of the Ball State University may engage any advertising agency without the prior review and written approval of the Vice President for Marketing and Communications and the Chief Marketing Officer. This process is in addition to Ball State University Business Affairs/Purchasing policies and procedures (www.bsu.edu/contractsoffice/initiate).

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Please Note:

All work (raw source material and final product) produced internally (i.e. Ball State University employee or student, etc.) or externally (i.e. friends of Ball State University, alumni, freelancers, etc.) to Ball State University for Ball State University advertising becomes the permanent property of Ball State University and shall be considered to be copyrighted materials of Ball State University. These guidelines are intended to prohibit the freelance videographer or photographer, or any third party, from selling or providing the work (including video and/or photo(s)) to another publication and/or for self-promotion without the express written permission of Ball State University. All work (including video and/or photo(s)) must be pre-approved by Marketing and Communications before being distributed externally for marketing and promotional purposes.
BALL STATE UNIVERSITY NAME, SEAL AND LOGOS

THE PURPOSE OF THESE GUIDELINES:
The purpose of these guidelines is to delineate the acceptable uses of Ball State University seals and logos as defined in the Ball State University Brand Standards Style Guide.

GUIDELINES:
With these guidelines, it is the intent of Ball State University administration that the development and application of Ball State University brand standards are determined by Marketing and Communications as approved by the Office of the President. All Ball State University community members are required to use Ball State University logos, publication guidelines and graphic standards as outlined in the Ball State University Brand Standards Style Guide. All Ball State University members have access to and are encouraged to seek brand training and guidance from Marketing and Communications staff.

The name, seals and logos of Ball State University are the official emblems and registered trademarks of Ball State University and may be used only for official Ball State University purposes.

The Ball State University Board of Trustees and Ball State University Presidential seals are reserved for use by the President’s Office and are to appear only on official documents, high-end merchandise and other communications at the discretion of the President or the President’s designee(s).

Ball State University logos, along with accepted variations, are the primary graphic marks for Ball State University. The logos are designed to promote the visual identity of Ball State University and are to be used on all internal and external printed and electronic materials representing Ball State University. While the logos must be used by all Ball State University divisions, colleges, departments, programs and organizations, on all internal and external printed and electronic materials representing Ball State University (including letterhead, business cards, reports, magazines, newsletters, presentations and Web pages), the logos are not to be modified by changing the font, proportions, color or other design alteration. Use of Ball State University logos is not permitted in publications and displays that are not under the auspices or official sponsorship of Ball State University without express written permission from the Vice President for Marketing and Communications and the Vice President for Business Affairs or official respective designee(s).

Questions regarding use of Ball State University logos in publications or displays should be directed to the Chief Marketing Officer.

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**Licensing:**
Commercial use of the Ball State University name, seal or logos is prohibited except in those instances expressly authorized by Ball State University’s Office of Licensing and Trademarks within the Division of Business Affairs and in collaboration with Marketing and Communications. Parties interested in becoming licensed vendors are asked to contact the Director of Business Services and Special Assistant to the Associate Vice President for Business and Auxiliary Services ([www.bsu.edu/businessauxiliary/trademarks](http://www.bsu.edu/businessauxiliary/trademarks)), as well as visit Learfield Licensing Partners for information about the process and enrollment in the program.

**Please Note:**

Use of copyrighted Ball State University songs, cheers and the “Alma Mater” for events, productions or publications and/or commercial purposes outside of Ball State University are prohibited except in those instances expressly authorized by Ball State University’s Office of Licensing and Trademarks within the Division of Business Affairs and in collaboration with Marketing and Communications.
BALL STATE UNIVERSITY CREATIVE SERVICES – PUBLICATION OF PROMOTIONAL MATERIALS

THE PURPOSE OF THESE GUIDELINES:
The purpose of these guidelines is to ensure high quality, visual consistency and a strong connection to the Ball State University brand across all promotional materials representing Ball State University. The goals are to:

- Ensure the consistent application of strategies to promote and protect Ball State University’s brand;
- Ensure that Ball State University properly communicates with a consistent voice;
- Ensure all information follows Ball State University design and editorial standards;
- Provide centralized expertise and available resources to assist the Ball State University community where appropriate and possible;
- Combine efforts of all Ball State University Partners in Communication and improve information flow and efficiency;
- Ensure that Ball State University is efficiently leveraging its marketing and advertising investments; and
- Reduce internal and external miscommunication and dilution of Ball State University messaging.

GUIDELINES:
All Ball State University image publications and external audience communications, including all student recruitment and fundraising publications, must be in compliance with the Ball State University Marketing and Communications Guidelines and the Ball State University Brand Standards Style Guide, as well as pre-approved by the appropriate division/area (i.e. all fundraising publications must be pre-approved by the Ball State University Foundation). Ball State University image publications and external audience communications must either be:

1. Designed and produced by Marketing and Communications (i.e. unique/specialized projects or current Marketing and Communications branded templates); or
2. Pre-approved (prior to production) by Marketing and Communications when created independently and outside of a current Marketing and Communications branded template.

Ball State University divisions, colleges, departments, programs, organizations and budgetary units preparing publications (i.e. newsletters, magazines, booklets, fliers, program brochures, posters, etc.) must follow these guidelines.

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signs, etc.), advertisements (electronic and print), photographs, Web pages, digital and/or audio-visual presentations intended for an external audience are encouraged to first contact Marketing and Communications for guidance and assistance to ensure compliance with Ball State University Marketing and Communications Guidelines and the Ball State University Brand Standards Style Guide as well as for efficiency in the production process.

**Project Production:**
Marketing and Communications will review and authorize each design project in one of the following three ways:

1. Insert the design project in Marketing and Communications production calendar and produce the design in-house;
2. Outsource the design project to an approved off-campus freelancer/vendor for editorial, graphic and/or printing production within Ball State University brand standards at the unit/requestor's expense; and/or
3. Work closely with Ball State University Partners in Communication to complete the design project within Ball State University brand standards as determined by Marketing and Communications. To facilitate such design projects, Marketing and Communications offers branded template files in the Branding Resources as well as start-to-finish branded design products through Ball State University Printing Services.

*Please note:*

Marketing and Communications has responsibility for final approval of all text, messages, design, photographs, video and animations, Web page content and design, graphic representations and artwork for work it prepares. Once Marketing and Communications has provided final approval, no revision of approved promotional material shall occur without additional review and approval by Marketing and Communications.

**Templates / Ball State University Branding Resources:**
Ball State University Partners in Communication are encouraged to use available Marketing and Communications design templates, all of which work together to establish Ball State University’s comprehensive visual identity (available both in the Branding Resources template files and through start-to-finish branded design products through Ball State University Printing Services). Requests for new/additional templates should be directed to Marketing and Communications. Unique designs are allowable but must be pre-approved with five (5) working days notice by the Chief Marketing Officer to ensure consistency with Ball State University brand standards.

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**Ball State University Brand Standards:**
The official Ball State University logo (Beneficence) must be prominently displayed on all material that officially represent Ball State University. Please refer to the *Ball State University Brand Standards Style Guide* to ensure compliance.

**Non-discrimination Notices:**
Ball State University is required to include a non-discrimination notice in a wide variety of its publications to comply with federal regulations. Any department or unit that publishes and distributes or posts bulletins, announcements, publications, catalogs, application forms, other recruitment materials, or other publications that are made available to students, employees, applicants, or participants must include the following non-discrimination notice in the publication.

- **Non-discrimination Notice:**

  *Ball State University does not discriminate on the grounds of race, color, religion, sex, sexual orientation, including transgender status and gender expression, national origin, citizenship status, age, disability, genetic information or veteran’s status in employment, education, and all other programs and activities.*

**Postcards:**

If the document being distributed satisfies U.S. Postal Service requirements for being classified as a postcard, the following non-discrimination notice may be used:

*Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community.*

To report or discuss general concerns regarding Ball State University compliance with non-discrimination notices, please contact the Ball State University Office of Employee Relations and Affirmative Action:

Ball State University  
Director of Employee Relations and Affirmative Action  
Bracken Administration Bldg., AD 350  
Muncie, IN 47306  
(765) 285-1823

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THE PURPOSE OF THESE GUIDELINES:
The purpose of these guidelines is to ensure that the activities and image of Ball State University, including its administrators, faculty, staff and students, are portrayed in an accurate, timely, professionally responsible and ethical manner (www.spj.org/ethicscode.asp) to the public and news media and to develop, using mass communications, public understanding of Ball State University programs, research, activities and events. These guidelines are intended to describe Ball State University's position with respect to interacting with paid, professional news media representatives as well as Ball State University student media on assignment for one of the university’s media outlets. For the purpose of these guidelines, news media shall refer to, but not be limited to, representatives of newspapers, magazines, newsletters, online publications, television, vlogs, blogs and radio.

GUIDELINES:
Marketing and Communications provides assistance and counsel for all communications and news media needs of Ball State University in support of and consistent with the teaching, research and service mission of Ball State University. The University Relations and Content Management units of Marketing and Communications shall serve both the Ball State University campus community and the news media as the central resource and primary point of contact for all representatives of the news media. As the primary liaison between members of the Ball State University community and the media, the University Relations and Content Management units of Marketing and Communications shall:

• Provide the Ball State University community with the standards and direction associated with:
  o External news (i.e. www.spj.org/ethicscode.asp);
  o Major news stories;
  o News releases;
  o Protocol in responding to news media inquiries; and
  o Monitoring news media on campus (further defined below).

• Provide information of public and media interest in a professionally prepared format to the news media, including: providing the most effective and appropriate Ball State University news dissemination (be it releases, social media, video, etc.), Ball State University Magazine stories, Ball State University campus announcements and media advisories regarding significant events and activities that enhance the image of Ball State University and are of
interest to the Ball State University community and general public as determined by Marketing and Communications;

- Maintain updates of the [Ball State University News website](http://www.bsu.edu) on a daily basis;
- Track Ball State University in the media;
- Advise and assist in media issues management, including news releases, media advisories, backgrounders, talking points, news conferences and media strategies;
- As appropriate, arrange interviews with administrators, faculty, staff and students with representatives of the news media;
- Assist media representatives in locating sources of information at Ball State University;
- Provide in advance and concurrent media “coaching” for administrators, faculty, staff and students in preparation for publicity such as media interviews; and
- Maintain current media contact lists.

Please note:

Due to time constraints inherent in all professional Ball State University offices, Marketing and Communications Media Strategy/News unit is unable to assist students with class assignments other than those specifically assigned to a student journalist by the editor of the Daily News, Newslink, Ball Bearings, or other official Ball State University working media outlet (excluded are classroom assignments that may later be submitted to official Ball State University working media outlets for publication consideration). When designating required class assignments, instructors are encouraged to refer students to the Ball State University Source Guide ([www.bsu.edu/marcom/mediastrategy](http://www.bsu.edu/marcom/mediastrategy)) prepared by Marketing and Communications Media Strategy team, and bsu.edu as a resource for finding appropriate on-campus information and voluntary sources for class assignments. Students contacting Marketing and Communications for class assignments will be referred to these resources. Marketing and Communications also encourages instructors to remind students to identify whether their class assignment may later be submitted to official Ball State University working media outlets for publication consideration so that the interviewee may make the decision to give an interview based on all information.

External News:
The University Relations and Content Management units of Marketing and Communications is responsible for disseminating all news releases, media advisories and other information about Ball State University to media outlets and/or news media representatives, and will otherwise make all official media contacts for Ball State University. Any questions regarding media contacts or coverage should be directed to the Associate Vice President for University Relations and Communications or the Director of Content Management. Written communications with media must conform to Associated Press (AP) style and accepted journalistic standards.

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The University Relations and Content Management units of Marketing and Communications will review publications and web content for appropriate news, newsworthiness and/or design standards and work with appropriate Ball State University Partners in Communication and community members on revisions or concerns.

**Major News Stories:**
News of major importance must be identified by Ball State University community members and planned in conjunction with Marketing and Communications and the Office of the President well in advance (embargoes can be established or confidentiality ensured for sensitive topics or when external partners are involved) so that senior administrators can be included, informed and quoted as needed, and announcements planned for major impact. Ball State University employees, divisions, colleges, departments, programs, organizations and budgetary units may NOT send official Ball State University information, or releases, separately to media, as duplication and confusion, and sometimes outright error, can result. However, Marketing and Communications will inform the Ball State University Partners in Communication from specific divisions, colleges, departments, programs, organizations and budgetary units of opportunities and will work with them to coordinate appropriate additional news opportunities.

**News Releases:**
All externally targeted Ball State University news releases (including media advisories and news events) must route through Marketing and Communications. As the central resource and primary contact with the media, Marketing and Communications reserves the right to review all news content to determine newsworthiness and to edit news items for style requirements. The University Relations and Content Management units will determine, with input from the involved Ball State University Partners in Communication and community members, the best and most appropriate approach (whether news release, media advisory or campus announcement) through which Ball State University news shall be released to the news media.

- **News Releases:** Marketing and Communications may issue a news release and/or story pitch when a Ball State University administrator, faculty member, staff member or student has a major research, funding or other newsworthy announcement that could enhance the image of Ball State University as determined by Marketing and Communications and the Office of the President. News releases are posted on the [Ball State University News website](http://bsu.edu/marc) and shared with news media at the discretion of Marketing and Communications:
  - Based on the judgment of the University Relations and Content Management units, a standard paragraph (boilerplate) about Ball State University and its mission may be added to external news releases sent to the news media via email or distributed at a news event such as a news conference and/or announcement.
The University Relations and Content Management units will provide assistance in planning pre-approved and coordinated events such as news conferences and/or announcements. All such events should be considered, pre-approved and coordinated through the respective Chair, Dean, Vice President and Marketing and Communications.

§§ The University Relations and Content Management units may send out media announcements in advance of the news conference and/or announcement and prepare, as appropriate, hard copies of news releases and background materials for the event.

§§ The University Relations and Content Management units may also, as appropriate, send out news releases via email following the news conference and/or announcement.

§§ The University Relations and Content Management units will advise in setup and planning for news conferences and/or announcements, but will not be responsible for procuring items, including but not limited to tables, chairs, catering, parking and other directional signs, lecterns and sound systems. To ensure the assistance of the Media Strategy/News unit in setting up an on-campus news event (conference and/or announcement), Ball State University community members must contact the Associate Vice President for University Relations and Communications a minimum of one month prior to the scheduled news event. Text and images for supporting materials to be assembled by the Chief Marketing Officer must also be provided a minimum of one month prior to the scheduled news event.

- **Media Advisories**: Consistent with Ball State University positioning, branding and strategic priorities as determined by Marketing and Communications and the Office of the President, Marketing and Communications may issue a media advisory at the request of a Ball State University administrator, faculty, staff or student to announce an upcoming event or happening (including news conferences, conferences, seminars). Media advisories are shared with the news media and are not generally highlighted on the Ball State University website until the appropriate time. Media advisories will be shared at the appropriate time in advance of the scheduled event, based on input from the division/college/department/center/organization hosting the event, the respective Vice President and Marketing and Communications.
• **Campus Announcement:** Marketing and Communications may assist with campus announcements via the Ball State University Communications Center website and email service at the request of a Ball State University administrator, faculty, staff or student to announce an event or happening that affects the Ball State University community and is generally open to the public (including non-research related events). Marketing and Communications may also direct the requestor to post the information directly to the Campus Communications Center. Campus Announcements are not generally sent directly to the news media.

• **Crisis Communication:** In any crisis or emergency, Ball State’s foremost concern is for the protection of human life, health and welfare. Protection of property and the protection of the integrity and reputation of Ball State are also critical; however, they are always secondary to protection of life, health and welfare.

The Crisis Management Team, which is made up of staff members from departments across campus, meets regularly to prepare, plan and develop best practices for handling emergency situations on campus. The team is led by the Associate Vice President for Student Affairs and Director of Housing and Residence Life, who is the coordinator for on-campus audiences.

A primary responsibility of the Crisis Management Team is to make recommendations for the President and senior staff that they may successfully lead the university through the crisis. The crisis management team will manage the crisis from beginning to end, making determinations about the scope and nature of the response, as well as coordinating communication of information about the crisis to all internal and external constituencies.

In the event of an emergency on campus, the university relies on an array of communication tools to keep the campus community informed and relay safety instructions. The University Police Department and Marketing and Communications are the only campus offices authorized to disseminate official information about campus emergencies to the campus community. The modes of communication are available at the following link and vary with the nature and severity of the situation (www.bsu.edu/prepared/guide/communication).

Recognizing that effective communication is vital in crisis situations, Ball State regularly tests our crisis protocols and emergency notification systems (www.bsu.edu/prepared).

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Please Note:

- **Foundation/Development News Releases**: Foundation/Development news releases, in addition to approval through Marketing and Communications, must be copied to the respective dean(s), appropriate Vice President(s), President and Chief Executive Officer of the Foundation and the Office of the President.

- **Research News**: News related to research, in addition to central approval through Marketing and Communications, must be copied to the Provost and Executive Vice President for Academic Affairs, the Associate Vice President for Research and Graduate School Dean and, when appropriate, Sponsored Projects Administration to protect intellectual property and comply with Sponsored Projects Administration requirements.

- **Legislative/Federal Funding News**: News items containing information of importance for legislators, in addition to central approval through Marketing and Communications, must be copied to the Vice President for Government Relations and Community Engagement.

- **Division of Athletics News**: Ball State University Athletics scheduled events and/or live results are generally exempted from these guidelines, though Marketing and Communications Media Strategy/News unit is available at any time to partner with members of the Division of Athletics.

**News Media on Campus or on Ball State University Property Statewide:**
While on Ball State University property, news media representatives should, if necessary and appropriate, be accompanied by a Marketing and Communications staff member or Ball State University Partner in Communication designated by Marketing and Communications. If not previously contacted, Marketing and Communications should be notified of news media representatives visiting the Ball State University campus by all Ball State University employees involved and/or approached by the visiting news media as early as possible. Requests for on-campus interviews should be sent to Marketing and Communications for coordination and facilitation.

**Public Information/Open Records:**
Ball State University complies with all applicable federal and state laws regarding the retention and release of personal and/or educational records of all current employees and students. Please direct all Freedom of Information Act (FOIA) and/or Indiana Access to Public Records Act (IAPRA) requests to:

[contact information]
Ball State University  
Office of General Counsel  
Bracken Administration Bldg., AD 335  
Muncie, Indiana 47306  

Phone: (765) 285-5162  
Fax: (765) 285-6605  

www.bsu.edu/legal/publicrecords

**Incidents or Sensitive Issues:**  
Ball State University incidents or stories that may lead to negative perceptions or publicity must be conveyed to Marketing and Communications as early as possible so facts can be gathered and timely responses can be made (please also see crisis communications in this document of guidelines).

**Responding to Media Inquiries:**  
The Associate Vice President for University Relations and Communications serves as the official spokesperson for Ball State University. In addition, the Vice President for Marketing and Communications or Associate Vice President for University Relations and Communications may designate an official media spokesperson for Ball State University on a case-by-case basis, as approved by the university President. Marketing and Communications prefers to arrange media interviews with Ball State University administrators, faculty, staff and students through its office due to the deadlines required by the media and the ability to facilitate an interview with the most knowledgeable Ball State University expert/source. This ensures that Ball State University not only serves as a valuable source but meets media deadlines for stories, delivering excellent service and accuracy in support of the working press. Ball State University employees contacted by a member of the news media may direct inquiries to Marketing and Communications.

**Academic Freedom:**  
Ball State University respects academic freedom and recognizes that faculty may respond to media inquiries directly when acting in their areas of academic or professional expertise. Faculty who respond to media inquiries in their areas of academic or professional expertise are asked to send, via email or phone call, a brief communication prior to the media interview to the Associate Vice
President for University Relations and Communications and/or the Director of Media Strategy, since Marketing and Communications tracks and reports all media coverage of Ball State University. Should faculty members need assistance or advice in responding to an inquiry or deem a media inquiry to be outside of their area of academic or professional expertise and/or of a controversial or questionable nature, they should immediately contact Marketing and Communications prior to responding.

**Professional Public Appearances/Publications:**
Ball State University faculty and staff involved in professional activities such as an appearance at a conference or as a witness to provide expert testimony, or publication of a professional paper or study, should notify the University Relations and Content Management units a minimum of one month prior to the scheduled professional activity to engage in a discussion to determine whether the information should be released to the media, and the timing of that release.

*Please Note:*

*Any Ball State University community member may notify Marketing and Communications about a potential newsworthy story. Notification may be provided by contacting the Associate Vice President for University Relations and Communications or the Director of Content Management via email, telephone or traditional mail.*

- For news stories that are outside of these guidelines (i.e. information relating to alumni accomplishments), any Ball State University community member may notify Marketing and Communications regarding impending or past news stories/interviews by the news media that include Ball State University so that Marketing and Communications staff may track and/or post the notice on the Ball State University News website as appropriate. Please send an email notice to the Director of Content Management with a link to the news story for consideration.

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BALL STATE UNIVERSITY WEB STANDARDS

THE PURPOSE OF THESE GUIDELINES:
The purpose of these guidelines is to describe specific visual and information elements and their usage that are required for all official Ball State University Web pages, as well as Internet communications and applications required for all official Ball State University Web pages. All publicly accessible Ball State University Web pages must adhere to the requirements below, including Web pages directly related to Ball State University business and academic activities.

Please Note:

These updated Ball State University Web Guidelines are intentionally written to provide specific guidance during Ball State University’s website redesign, a comprehensive multi-year website redesign project that will involve information architecture, design, content and mobile responsiveness. The timeline associated with all Ball State University Web pages coming into compliance with these guidelines is August 2015 – August 2018. Please contact the Director of Digital Marketing and Web to discuss your Ball State University Web page(s) needs and ideas, your Ball State University Web page(s) update needs and/or the Ball State University Website Redesign production calendar.

GUIDELINES:
The Ball State University Web Standards described herein apply to all Ball State University Web pages and Web-based services that use Ball State University-owned and operated Web services. The Ball State University Web Standards are intended to promote a strong and consistent Ball State University brand, in conjunction with a clear and accessible interface for those accessing information about Ball State University via the Web. Each document on the Ball State University website is part of Ball State University’s public presentation and should be written and edited with the same care and diligence that one would apply to a Ball State University print publication.

- Domain Names:
  Ball State University websites must have domain names within the BSU.edu domain, e.g. cms.bsu.edu/admissions. External domain names shall not host a Ball State University site or redirect to a cms.bsu.edu-based URL unless there is a valid marketing reason for doing so. In those rare cases, use of an external domain name must be pre-approved in writing by the Vice President for Information Technology and the Vice President for Marketing and Communications. You may contact the Director of Digital Marketing and Web to assist in facilitating this review and approval process. All domain names are subject to the approval of Marketing and Communications. URL naming guidelines are available at: www.bsu.edu/brand. Procedures for approval and registration of your Ball State University domain name and website account are available at: www.bsu.edu/brand.
• **Design:**
  Unless special permission and formal approval has been received by the respective Vice President, the Vice President for Information Technology and the Vice President for University Relations and Communications (i.e. Athletics website and Blackboard Learning Management System), Ball State University websites must use the Ball State University’s approved content management systems (CMS) and one of the Ball State University approved Web templates, including official Ball State University blogs. The Ball State University approved Web templates provide consistent branding and navigation while supporting a broad range of content and layout options. The university web content management systems do not require web editing software, and knowledge of HTML and CSS is not required to create or maintain a website. Current web browsers are all that are required to edit content. Additional information on training required to gain access as well as face-to-face training requests on the CMS are available at: [www.bsu.edu/cms](http://www.bsu.edu/cms).

• **Contact Information:**
  Ball State University websites must provide up-to-date contact information (name, address, email) as a way for users to contact a Ball State University division/college/department/program/organization. To update profile or directory contact information, please contact the Ball State University Technology HelpDesk at: [www.bsu.edu/helpdesk](http://www.bsu.edu/helpdesk).

• **Ensuring Accuracy:**
  Ball State University websites must be continuously maintained. Periodic review and necessary revision are needed to ensure that all Ball State University content is relevant, accurate and up-to-date as required by the specific area/unit website manager.

• **Inclusion in Ball State University Directory:**
  Ball State University website administrators/managers may request a link to their department or organization’s website on the Ball State University Directory by contacting the Director of Digital Marketing and Web, with their name, department/organization name, and department/organization URL.

  *Please Note:*

  Ball State University is in the process of implementing a system that will automatically update this information utilizing Banner. In the interim, please utilize the above procedure.
• **Confidential Information:**
Confidential information shall not be published on Ball State University websites. For more information about what student information is defined as confidential, see: www.bsu.edu/studentrights/ferpa.

• **Advertising/Sponsorship:**
Only departments/organizations with an existing and approved advertising/sponsorship program may extend it to their website. For approval of prospective advertising/sponsorship programs, please contact the Chief Marketing Officer or the Director of Digital Marketing and Web.

• **Copyright and Trademark:**
Ball State University websites must comply with federal copyright and trademark laws. To maintain compliance, no material (i.e. writing, photographs, videos, graphics, music, marks etc.) protected by copyright and/or trademark may be placed on a Ball State University website without the prior written permission of the copyright and/or trademark owner. To aid with compliance, a copyright basics document and other valuable resources are available at: www.bsu.edu/library/collections/copyright.

• **Correct Usage of University Name:**
The official forms of Ball State University’s name are: Ball State University and Ball State (www.bsu.edu/brand). Please do not use any other abbreviation or arrangement. Also, when referring to Ball State University simply as “the university,” the word “university” should be lowercase.

• **Correct Spelling and Grammar:**
As with any publication, please check for spelling errors, typos and grammatical mistakes. Please notify the appropriate area/unit Web administrator if errors are discovered. If you do not know the identity of the area/unit Web administrator, please contact the Director of Digital Marketing and Web, who will assist in the matter by identifying the area/unit Web administrator.
BALL STATE UNIVERSITY SOCIAL MEDIA STANDARDS

THE PURPOSE OF THESE GUIDELINES:
The purpose of these guidelines is to ensure quality and appropriate use of approved/official Ball State University social media channels for promotion and information at Ball State University.

GUIDELINES:
At Ball State University, we recognize that social media sites such as Facebook, Twitter, YouTube, Flickr, Tumblr, Pinterest and LinkedIn have become important and influential communication channels for our community. The purpose of using social media channels on behalf of Ball State University is to support Ball State University’s mission, goals, programs and sanctioned efforts, including university news, information, marketing and branding strategies, content and directives. Therefore, when using approved/official Ball State University social media channels identified with the Ball State University (e.g. Facebook, Flickr, Twitter and YouTube), it is critical that members of the Ball State University community recognize that they are representing Ball State University to the world at all times. To assist in posting content and managing these sites, Ball State University offers the following guidelines for official use of social media. These guidelines apply to all Ball State University community members and digital marketing and web vendors creating and/or using approved/official Ball State University social media.

Please Note:

Marketing and Communications recognizes that the world of social media continues to evolve. If you have any questions about whether specific content is appropriate for posting on these social media sites that are not addressed within these guidelines, please contact the Director of Media Strategy in Marketing and Communications.

General Guidelines

• Approval of Official Ball State University Social Media Accounts:
Prior to setting up a new social media account referencing and/or identifying Ball State University, Ball State University community members must receive permission from both their respective department/organization head and Marketing and Communications. Once you have received permission from your department/organization head, please contact the Director of Media Strategy.

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• **Ball State University Web Standards:**
  Ball State University Web Standards Guidelines (above) regarding contact information, accuracy, confidential information, advertising/sponsorship, copyright, usage of the Ball State University name, and spelling/grammar, apply equally to official Ball State University social media channels. Please contact the Director of Digital Marketing and Web, and/or the Director of Media Strategy for assistance.

• **Ball State University News Announcements:**
  Ball State University Public Relations and News Media Guidelines (above) regarding news releases, media advisories and campus announcements, apply equally to official Ball State University social media channels. Please contact the Director of Media Strategy for assistance.

• **Ball State University Name, Seal and Logos (Branding):**
  Ball State University Name, Seals and Logos Guidelines (above) apply equally to official Ball State University social media channels. Social media sites provide varying degrees of flexibility in allowing account holders to style pages. For Ball State University logo usage and branding standards, please see the *Ball State University Brand Standards Style Guide*. Please contact the Chief Marketing Officer for assistance.

• **Social Media Dialogue:**
  Many social media sites promote commenting and online dialogue, the tone of which is generally informal. Despite its informal tone, all online dialogue is public. Please remember that anything you write can and will be viewed by current and future Ball State University community members and constituencies as well as other colleagues and possible future employers.

When engaging in dialogue on official Ball State University social media sites:

• Remember that your statements and responses represent Ball State University to the world at all times.
• Refrain from discussing or expressing personal opinions in a professional capacity regarding Ball State University policies, operations and personnel.
• Exercise discretion, respect and thoughtfulness toward all dialogue participants.
• Maintain professional language and tone.
• Confidential or proprietary Ball State University information or similar information of third parties, who have shared such information with you on behalf of Ball State University, must
not be shared publicly on official Ball State University social media channels or unofficial social media channels.

- Official Ball State University social media accounts may choose to post Ball State University-related social media content generated by Ball State University community members, including faculty, staff and/or students. Official Ball State University social media accounts can be accessed online and include:

  - Facebook: facebook.com/ballstate
  - Twitter: twitter.com/ballstate
  - Instagram: instagram.com/ballstateuniversity
  - YouTube: youtube.com/officialballstate
BALL STATE UNIVERSITY VIDEO PRODUCTION

THE PURPOSE OF THESE GUIDELINES:
The purpose of these guidelines is to establish the responsibility for oversight and the procedures for producing Ball State University marketing and promotional videos. It applies to all Ball State University divisions, colleges, departments, programs, organizations and budgetary units. These guidelines are intended to ensure that Ball State University video productions coordinate with existing university-wide marketing efforts; contribute positively to Ball State University’s brand image; prevent inconsistent messaging and/or duplication of materials already in existence; and meet the highest production standards in the most cost-effective manner. These guidelines do not apply directly to Ball State University student projects/assignments or to creative videos produced by Ball State University faculty (not for Ball State University marketing/promotional purposes), although it is preferable to have all Ball State University productions reflect institutional identity and quality. It also does not include traditional network, cable, local television news crews or online news-gathering outlets covering stories on the Ball State University campus.

GUIDELINES:
In order to ensure that video productions coordinate with existing university-wide marketing efforts, contribute positively to Ball State University’s brand image, prevent inconsistent messaging and/or duplication of materials already in existence and meet the highest production standards in the most cost-effective manner, production of promotional videos will be coordinated through and approved by Marketing and Communications. This includes video productions intended for public presentations and video intended for broadcast on television or online. All work (raw source material and final product) produced for this purpose shall become the permanent property of Ball State University and shall be considered to be copyrighted materials of Ball State University.

The Chief Marketing Officer and the Director of Creative Services shall review the goals and script of the proposed video and, if approved, shall screen a video rough cut before granting final approval. Marketing and Communications works closely with on- and off-campus video production resources to produce promotional and information videos for external viewing. When appropriate, the Director of Creative Services will refer members of the Ball State University community to an approved outside vendor/freelancer to produce a requested video (please see: Ball State University Freelance Video Production/Photography/Design/Writing below). All approved Ball State University video productions are required to use Ball State University logos and graphic standards as outlined in the Ball State University Brand Standards Style Guide.
Any request by an outside movie or video production company to film on Ball State University property shall be referred to Marketing and Communications for review and possible facilitation.

Please Note:

The use of copyrighted music in any Ball State University video, including video produced for distribution on the web or broadcast television, is prohibited. Marketing and Communications subscribes to an extensive production music library for the purpose of providing music for Ball State University videos. Please contact the Chief Marketing Officer for assistance. The Chief Marketing Officer may also arrange a copyright professional development session at your request.

www.bsu.edu/professionaldevelopment

To aid with compliance, a copyright basics document and other valuable resources are available at: www.bsu.edu/library/collections/copyright.
BALL STATE UNIVERSITY PHOTOGRAPHY

THE PURPOSE OF THESE GUIDELINES:
The purpose of these guidelines is to establish the responsibility for oversight and the procedures for producing Ball State University marketing and promotional photography. It applies to all Ball State University divisions, colleges, departments, programs, organizations and budgetary units. These guidelines are intended to ensure that Ball State University marketing and promotional photography is:

- Coordinated with existing university-wide marketing efforts;
- Contributes positively to Ball State University’s brand image;
- Prevents inconsistent messaging; and
- Meets the highest standards in the most cost-effective manner.

These guidelines do not apply directly to Ball State University student projects or to photographs used for non-marketing or non-promotional materials. It also does not include traditional newspaper photographers or other journalists covering stories on the Ball State University campus.

GUIDELINES:

Ball State’s official photography experts in Marketing and Communications implement best practices in higher education marketing and communications by focusing on high level strategic university imagery (i.e. Institutional Level Marketing, Admissions/Institutional Recruitment Pieces, Alignment with The Centennial Commitment (18 by ’18)) while partnering with the campus community to photograph the countless people, places, events and scenes on the Ball State University campus. Together, Ball State University official photographers in Marketing and Communications, Partners in Communication photographers, community members and freelance photographers are critical to recording the imagery that captures the essence and the entirety of the Ball State University story through coordination, collaboration and accountability.

To that end, and in the best interest of the Ball State University, beginning November 2015, Marketing and Communications photographers (formerly Photo Services) will no longer be structured as a cost recovery unit under the following terms:

- All Marketing and Communications photographers will be responsible for imagery associated with high level strategic university imagery for Ball State University marketing and promotions as defined by Marketing and Communications and the Office of the President. Approved photographs resulting from high level Ball State University strategic imagery shoots will be:

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• Free of charge to the Ball State University community;
• Ball State University Partners in Communication and/or community members will have access to the Ball State University digital/print photography library/catalog; and
• A select group of approved photographs will be uploaded to the start-to-finish branded design products through Ball State University Printing Services. These photos will also be refreshed on a regular basis.

• All Ball State University divisions, colleges, departments, programs, organizations and budgetary units requesting a photographer for a specific Ball State University event outside of the defined high level strategic university imagery for Ball State University marketing and promotions will be referred to an approved list of freelance photographers at the requestor’s expense.
• Marketing and Communications will offer regularly scheduled professional development sessions for Ball State University Partners in Communication and community members with the intent of empowering individuals to create quality Ball State imagery as well.

In order to ensure that Ball State University marketing and promotional photography is coordinated with existing university-wide marketing efforts, contributes positively to Ball State University's brand image, prevents inconsistent messaging and/or duplication of materials already in existence and meets the highest standards in the most cost-effective manner, Ball State University marketing and promotional photography will be coordinated through and approved by Marketing and Communications. This includes Ball State University marketing and promotional photography intended to be posted online. All work (photograph(s)) produced for this purpose shall become the permanent property of Ball State University and shall be considered to be copyrighted materials of Ball State University. Ball State University reserves the right to alter these photo/video assets (i.e. crop, color correct/ enhance for future uses).

The Chief Marketing Officer and the Director of Creative Services shall review and approve all Ball State University marketing and promotional photography, whether created by a Marketing and Communications photographer, a Ball State University Partner in Communication photographer, a Ball State University community member, or freelance photographer(s) (please see: Ball State University Freelance Video Production/Photography/Design/Writing below).

All Marketing and Communications approved photos taken by a Ball State University Partner in Communication photographer or Ball State University community member shall be provided, electronically, on disk or portable USB drive in high-resolution format, minimum 5 inches x 6 inches in size @ 300 dpi resolution, to Marketing and Communications to be included in Ball State University’s official digital/print photography library/catalog within five (5) working days from

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the date of production of the marketing and/or promotion product. Ball State University Partners in Communication and/or community members will, in turn, have access to the Ball State University digital/print photography library/catalog.

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BALL STATE UNIVERSITY FREELANCE VIDEOGRAPHY SERVICES / PHOTOGRAPHY SERVICES / DESIGN SERVICES / WRITING SERVICES

THE PURPOSE OF THESE GUIDELINES:
The purpose of these guidelines is to ensure that Ball State University marketing and promotional videos, photographs, designs and writings created by an outside/third-party/freelance individual and/or firm become the intellectual property of Ball State University.

GUIDELINES:
When appropriate, the Associate Vice President for University Relations and Communications, the Chief Marketing Officer or the Director of Creative Services will refer members of the Ball State University community to approved freelance videographers, photographers, designers or writers. All freelance videographers, photographers, designers and writers must be pre-approved by Marketing and Communications and must agree to participate in brand training provided by Marketing and Communications. When members of the Ball State University community contract with a freelance videographer, photographer, designer or writer or use work created by a freelance videographer, photographer, designer or writer, all parties agree that Ball State University not only commissions the right to use and/or alter that work, but purchases ownership of the work (“all rights”). All work (raw source material and final product) produced by a freelance videographer, photographer, designer or writer contracting with Ball State University becomes the permanent property of Ball State University and shall be considered to be copyrighted materials of Ball State University. These guidelines are intended to prohibit the freelance videographer, photographer, designer or writer, or any third party, from selling or providing the work (video, photo(s), designs or writings) to another publication and/or for self-promotion without the express written permission of Ball State University. All work (video, photo(s), designs and writings) must be pre-approved by Marketing and Communications before being distributed externally for marketing and promotional purposes.

All raw source material and final product taken and/or produced by freelance videographers shall be provided within three (3) calendar days of the contracted work, on a portable hard drive or uploaded to an accessible FTP site, in the original, uncompressed format on which it was acquired unless an agreement has been reached for conversion of that video to another format. Finished productions shall be provided in their least-compressed format unless an alternative file type has been agreed upon.

All photos taken by freelance photographers shall be provided, on a portable hard drive or uploaded to an accessible FTP site (in the highest resolution format, minimum 5 inches x 6 inches in size @ bsu.edu/martom
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300 dpi resolution, to Marketing and Communications within three (3) calendar days of the contracted work. Marketing and Communications maintains Ball State University’s official digital/print photography library/catalog with a Media Asset Management system.

Although all Ball State University members and approved freelancers must initially participate in brand training provided by Marketing and Communications, all are encouraged to maintain a current understanding of the Ball State University brand and seek brand training and guidance from Marketing and Communications staff on a continuous basis.
BALL STATE UNIVERSITY VIDEO/PHOTOGRAPHY PERMISSION/SUBJECT RELEASES

THE PURPOSE OF THESE GUIDELINES:
The purpose of these guidelines is to ensure that Ball State University is obtaining appropriate permission to use the image or likeness of individuals for promotional purposes.

GUIDELINES:
When reasonably possible, Ball State University requires written permission (www.bsu.edu/marcom/mediastategy) of students and/or other adults who are primarily featured in a Ball State University video production or photograph. At a minimum, whenever reasonably possible, Ball State University videographers and/or photographers shall identify themselves verbally or by wearing a Ball State University press badge, informing potential featured students and/or other adults of the intent of the video and/or photo and its end use. When the subject(s) primarily featured is a/are minor(s), written permission must be obtained from a parent or guardian. The sole remedy available to a featured Ball State University student or other adult that does not provide permission to Ball State University is the removal of such video/photography from all future Ball State University marketing materials. These guidelines do not apply to large public event settings such as athletic events or commencement ceremonies or to other public, outdoor or scenic campus video/photography captured in a public setting.

When video or photos are supplied by an organization on or off the Ball State University campus, permission to use the video or photos is implied. Marketing and Communications will work with the organization or request that the organization’s representative supplying the video or photos confirm permission has been granted by the creator and the subjects and that appropriate video and photo credits are published.

*Please Note:*  
*All efforts should be made to provide Marketing and Communications (i.e. positive imagery and messaging), the Division of Athletics (i.e. NCAA compliance) and the Division of Student Affairs (i.e. good standing and conduct records) with the opportunity to review photos containing current Ball State University students prior to promotional material production.*
Please Note:

Due to the evolving nature of Ball State University marketing and communications, the Ball State University Marketing and Communications Guidelines are subject to revision by Marketing and Communications, as approved by the Ball State University President’s Cabinet and President. Revision dates will be recorded at the end of the Ball State University Marketing and Communications Guidelines document as above.

The Ball State University Marketing and Communications Guidelines have been adapted from contemporary marketing and communications policies, procedures and guidelines, particularly at the University of Maine, Georgia Southern University and University of California, Davis.