

Classification: Marketing and Communications

Approving Authority: President

Responsible Authority: Chief Communications Officer,
Public Affairs Advisor to the President

Implementing Authority: Marketing and Communications

Effective Date: August 2024

Review: July 2025

Media Production Services - Policy & Procedures

1.0 Purpose

- 1.1 The purpose of this policy is to establish a standard for and centralize all Media Production services.

2.0 Scope

- 2.1 This policy applies to all faculty and staff.

3.0 Definitions

- 3.1 Academic and Administrative Units - refers to the various departments, offices, faculties, schools, centers, and administrative entities within the University that may require media production services to fulfill their communication and promotional needs.
- 3.2 Media Production Services - refers to all photography, videography, graphic arts, digital creations, and multimedia production.
- 3.3 Outsourcing - the act of contracting external suppliers or vendors to fulfill media production requirements when the project cannot be executed internally by the Marketing & Communications department or other University units.

4.0 Policy

- 4.1 The Marketing & Communications department will be responsible for all media production services.
- 4.2 The responsibilities of the Marketing & Communications department include:
- Assessing all requirements for media production services
 - Ensuring all deliverables are compliant with AUIB brand guidelines and the strategic objectives of the University
 - Managing all media production services and delivery once assessed and approved.

5.0 Procedures

- 5.1 The Director of Marketing and Communications oversees the planning, execution, and delivery of media production projects.
- 5.2 Academic and administrative units that need media production services must submit a request to the Marketing & Communications department, detailing the specific requirements of the project, including the type of media production needed (photography, graphic arts, multimedia, etc.), desired outcomes, timeline, budget, etc.
- 5.3 The Marketing & Communications department will evaluate the request.
 - 5.3.1 The Marketing & Communications department will assess if the request aligns with the strategy of the University. If so, they will proceed with the project and provide an expected cost and timeline for completion.
 - 5.3.2 If the request cannot be fulfilled internally, the Director of Marketing and Communications will review the request and evaluate the justification for outsourcing the work to an external supplier and will proceed to secure approvals.
- 5.4 The Marketing and Communications department, in consultation with the Office of the President, will conduct periodic reviews of the AUIB Media Production Services Policy.
 - 5.4.1 The review process aims to assess the policy's effectiveness, relevance, and compliance with the resources, evolving needs, and strategic objectives of the University.
 - 5.4.2 Amendments to the policy, if necessary, will be proposed and approved by the Office of the President.
 - 5.4.3 Updated versions of the policy will be communicated to the University community, and corresponding procedures will be revised accordingly.

Related Policies and Documents

University Brand Guidelines
Copyright Guidelines
Privacy and Confidentiality
Intellectual Property