

NUMBER: ADV 5.00 (formerly PUBP 1.00)

SECTION: University Advancement

SUBJECT: Publications and Printed Materials

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Policy for: Columbia

Procedure for: Columbia

Authorized by: Laurence W. Pearce

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I. Policy

All publications and printed materials, both new and established, which are charged against any University account must be approved first through the administrative channels described below. The administrative units responsible for publications and printed materials -- University Publications and University Printing -- operate within strict guidelines, established by the President and the Vice President for University Advancement, concerning procedures to be followed and types of publications and printed materials for which University funds may be expended.

- A. University Publications is responsible for editing, designing and supervising production for all information and/or promotional publications and for periodical and/or continuing publications from academic and administrative units for internal or external distribution. University Publications also coordinates the annual approval process for all University periodicals and continuing publications.
- B. University Printing has facilities for the production of publications and other printed materials and is the initial contact for printing University letterhead, envelopes and business cards; office forms for internal use; and other printed materials not covered by University Publications.

II. Procedure

A. Office Forms

- 1. Definition: All printed office forms for internal use.
- 2. Procedure: Submit sample of office form and/or typewritten copy to be included on the form with

Printing Request form to University Printing.

B. Letterhead/Envelopes/Business Cards

1. Definition: All University letterhead and envelopes for off-campus correspondence, memo letterhead for internal correspondence and business cards for University academic and administrative employees. (See policy on USC Letterhead and Business Cards.)
2. Procedure: Submit sample with Printing Request form to University Printing.

C. Information and/or Promotional Publications

1. Definition: Any publication or other printed material used for internal or external distribution to provide general information about the University or to promote University programs, activities and services. This includes annual reference and regulation handbooks; undergraduate and graduate recruiting materials; event announcements and related promotional materials; fund raising and solicitation materials; public service information materials; course announcements and promotional items; and supporting materials such as announcements, programs, name tags, tickets and proceedings for conferences, seminars and other University events.
2. Procedure: Submit Printing Request form with typewritten copy and sample, if appropriate, to University Publications. If assistance is needed in planning new publications or publications programs, contact publications office in University Publications.

D. Periodical or Continuing Publications

1. Definition: All news, information, scholarly or public service publications that are issued on a continuing basis for internal or external distribution including newsletters, journals, essays, statistical reports and research reports.
(NOTE: All continuing or periodical publications must be submitted for annual approval. See policy on Periodicals Approval.)
2. Procedure: Submit Printing Request form with typewritten copy and sample, if appropriate, to University Publications for existing periodical or continuing publications. For assistance in planning new publications of this type, also contact University Publications.

E. Other Printed Materials

1. Definition: Any printed materials to be duplicated directly from typewritten sheets or in the form in which submitted that are not covered in one of the above categories.
2. Procedure: Submit Printing Request form with original copy to University Printing.