



External Affairs Protocol: Media Communications and Campus Filming

1. Purpose and Scope

This protocol establishes guidelines for managing interactions with news media and granting permissions for external entities to engage in filming, videotaping, and photography on the UT Health Science Center campus, including interviews with staff, faculty, and students. The goal is to uphold the university's reputation as a leader in health education, research, and clinical care while ensuring privacy and adherence to university values.

2. Media Communications

UT Health Science Center values collaboration with the media to share accurate and impactful stories about its contributions to health science and the community.

- **Designated Contact:** All media inquiries must be directed to the Strategic Communications Office within the Office of Communications and Marketing. Only authorized representatives are permitted to speak on behalf of the university.
- **Message Consistency:** All communications should align with university policies, mission, and values. For sensitive or complex matters, consultation with the Strategic Communications Office is required to ensure consistency and accuracy in messaging.
- **Proactive Storytelling:** Faculty, staff, and students are encouraged to share potential story ideas with the Strategic Communications office to highlight UT Health Science Center's achievements in education, research, clinical care, and community service.

3. Filming, Videotaping, and Photography

UT Health Science Center supports visual documentation that promotes its academic, research, and clinical endeavors while respecting privacy and maintaining the university's reputation.

- **Request and Authorization:** External entities must obtain prior written authorization from the Office of Communications and Marketing for any filming, videotaping, or photography on campus. This includes interviews with staff, faculty, or students. All request needs to be made two weeks prior to the requested filming date to the Office of Strategic Communications and marketing.
- **Approval Criteria:** Authorization will be granted based on alignment with UT Health Science Center's mission, values, and intended use of the content. Requests must demonstrate respect for privacy, academic integrity, and patient confidentiality where applicable.
- **Privacy and Consent:** Individuals being filmed or interviewed must provide informed consent before their participation is recorded or shared externally. For patients or clinical settings, additional HIPAA compliance measures must be followed.
- **Coordination:** All filming activities must be coordinated with the Office of Communications and Marketing, the Office of Space Planning, and specific departments to ensure they do not disrupt campus operations or interfere with educational or clinical activities.
- **Commercial Ventures:** Filming for commercial purposes (e.g., advertisements) requires additional review by university leadership. Such projects may involve contractual agreements outlining compensation and usage rights.

4. Compliance and Enforcement

Failure to comply with this protocol may result in revocation of permissions for media-related activities on campus. All individuals and entities engaging in such activities are expected to adhere strictly to these guidelines.

5. Periodic Review

This protocol will be reviewed periodically by the Office of Communications and Marketing to ensure its relevance and effectiveness. Updates will be made as necessary in consultation with key stakeholders across campus.