



BEULAH HEIGHTS
UNIVERSITY

University Communications Policy Manual

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University of Communications Policy

The Office of Communications provides a variety of services for members of the University community, news media and the public. The office of University Communications at Beulah Heights University offers integrated, client-focused marketing, promotion, event planning, design and communications services to faculty, staff and organizations across BHU campuses.

Public Relations

Beulah Heights University established the office of Public Relations (PR) June 1, 2010. According to our statutes, the vision of Beulah Heights University is expressed in the ARC of Ministry. The ARC represents Academic Excellence—the pursuit of excellence in educational standards, Resources Center—offering varied resources to those leaders BHU develops, and Change Agent—provoking change in the lives all BHU encounters. The comprehensive purpose of Beulah Heights University is to provide a high-quality Christian education, which will develop students in living the Christian life, and to prepare them for service and leadership in Christian ministries and the marketplace. The University developed the PR office in an initiative to reach out to the community and involve all stakeholders associated with the university.

- I. The Public Relations Office is responsible for coordinating all external communications regarding official university business with the news media via official university news releases, telephone contacts, and computer or fax transmissions. Individuals, offices and departments should coordinate all proposed communications with the news media regarding official university business through the Public Relations Office.
- II. The Public Relations Office maintains a comprehensive online usage manual for Beulah Heights University registered marks, which are the sole property of the university and may be applied to products, publications and in other communications vehicles only with the oversight and permission of University Communications. All official university stationery and business cards are to be designed and approved by University Communications.
- III. It is university policy that all publications and collateral marketing materials, including printed, constructed or audio/visual materials at The University of Beulah Heights be designed and edited by the Public Relations Office

Dealing with the Media

- I. Administration, deans, directors, faculty, and staff should not respond to inquiries from the media concerning matters such as personnel issues, crisis management, emergency situations, and University policies and fiscal operations; instead, they should **immediately** refer such inquiries to the University Spokesperson. This may be accomplished by calling the University Spokesperson and relaying the inquiries, or by asking the media person to call the University Spokesperson directly. In order to ensure a professional relationship with the media, due diligence must be taken to ensure that information originating from the College is accurate, complete, reflects the official position of the organization and is released to the media and target publics in a timely manner. In the event of a news story, from a minor negative happening to a rumor to a true crisis* situation, it is the job of public relations to:
 - coordinate the flow of information to the media and concerned publics;
 - assist university officials in preparing public statements, and
 - assure that public information is made available accurately and in a timely manner.
- II. Members of the media are welcome on the campuses of the Beulah Heights University. Media members must contact the Public Relations office in advance of their visit so that they will have access to the areas, buildings and people necessary to complete their story.

Internal Communications

The University aims to facilitate excellent internal communications among staff and students, so as to maintain a good working, social and personal environment, to promote efficiency, and to generate better understanding of the University's objectives.

- I. The University encourages openness in internal communication and the sharing of information.
- II. The University is committed to consultation with staff and students over University affairs, in a way that is consistent with effective management.
- III. The University seeks to improve customer care for students, in particular in the provision of information. Student needs and views are monitored through surveys, focus groups, liaison groups and committees.
- IV. All internal communications should be expressed in English.
- V. As far as possible staff and/or students are directly informed of important University issues no later than the media or other external bodies.
- VI. Induction for new staff provides information on mechanisms and good practice in internal communications.

Personal and confidential information

- I. Personal data are protected in accordance with the Data Protection Act.
- II. The privacy of personal communications is preserved in accordance with the Human Rights Act.
- III. Some categories and items of information need to be kept confidential. Included but not limited to all staff who are bound to take care of the handling and transmission of confidential information, with regard to how and to whom the information is transmitted. The Electronic Information Security Policy outlines the principles and mechanisms for maintaining confidentiality of network- and computer-based information.
- IV. Internal communications using electronic media are monitored only as is necessary and permitted under Regulation of Investigatory Powers Act, as documented in the University's Electronic Information Security Policy.

Computing and Electronic Communications Policy

- I. Users must respect the rights of others, respect the integrity of the computers, networks, and related services, and observe all relevant laws, regulations, contractual obligations, and University policies and procedures. This policy governs the use of computers, networks, and related services on the Beulah Heights University campus. Users of these resources are responsible for reading and understanding this policy. Computers and networks can provide access to resources on and off campus, as well as the ability to communicate with other users worldwide. Such access is a privilege and requires that individual users act responsibly.
- II. **Copyright Infringement.** The Copyright Laws of the United States prohibit unauthorized copying. Violators may be subject to criminal prosecution and/or be liable for monetary damages. In general, you may not copy, download, install or use software on the Computer System without acquiring a license from the publisher. (For example, you may not copy it from a friend or other source.) Furthermore, you may not copy the University's software, unless such copying is specifically permitted by the license agreement. The ability to download documents from the Internet, and to attach files to E-mail messages, increases the opportunity for and risk of copyright infringement. A user can be liable for the unauthorized copying and distribution of copyrighted material through the use of download programs and E-mail. Accordingly, you may not copy and/or distribute any materials of a third party (including software, database files, documentation, articles, graphics files, audio or video files) unless you have the written permission of the copyright holder to do so. Any questions regarding copying or downloading should be directed to ITS.

The "Georgia Computer Systems Protection Act" is an act enacted by the 1991 Georgia General Assembly and signed into law by the Governor effective July 1, 1991 to provide for criminal

liability and penalties for the crimes of computer theft, computer trespass, computer invasion of privacy, computer forgery, and computer password disclosure; to provide for civil remedies and damages; provide for venue; to provide for other related matters; to provide an effective date; to repeal conflicting laws; and for other purposes.

The Beulah Heights University Computer System

The Beulah Heights Computer System includes: computers, communications networks, computer accounts, web pages, network access, central computing and telecommunications facilities, and related services. The Computer System at Beulah Heights University is maintained by Information Technology and Services (ITS).

- I. Access to and use of the University's Computer System is a privilege granted to currently enrolled Beulah Heights University students, faculty, and staff. All users of the Computer System must act responsibly and maintain the integrity of the Computer System. The University reserves the right to deny, limit, revoke, or extend computing privileges and access to the Computer System in its discretion. In addition, alleged violations of this policy or violation of other University policies in the course of using the Computer System may result in an immediate loss of computing privileges and may also result in the referral of the matter to other appropriate authority.
- II. All messages, data files and programs stored in or transmitted via the Computer System ("Electronic Communications") are Beulah Heights University records. The University reserves the right to access and disclose all messages, data files and programs sent over or stored in its Computer System for any purpose.
- III. It is the responsibility of all users of the Computer System to notify ITS about violations of laws and University policies in connection with the use of the Computer System, as well as about potential loopholes in the security of the Computer System. The user community is expected to cooperate with ITS in its operation of the Computer System, as well as in the investigation of Computer System misuse or abuse. Any concerns, complaints, or reports of misconduct with regard to the Computer System should be reported to the Director of University Communications.

Computer Accounts

- I. Computer accounts are issued to University faculty, staff, and students, and other individuals at the discretion of ITS, for University purposes. These accounts must not be used for commercial purposes. Every computer account issued by the University is the responsibility of the person in whose name it is issued. That individual must keep the account secure from unauthorized access by keeping the password secret, by changing the password often, and by reporting to ITS when anyone else is using the account without permission. Passwords are intended to help prevent unauthorized access and may not be shared. The contents of all accounts are subject to access and disclosure by the University as set forth in this policy.

Electronic Communications

- II. Beulah Heights University has established email as a primary vehicle for official communication with students. Emergency notifications, educational dialog, research and general business correspondence are all consistently enhanced in institutions of higher learning where email policies exist and are supported by procedures, practice and culture.
- III. An official email address is established and assigned by Information Technology and Services for each registered student, and current faculty and staff member. All University communications sent via email will be sent to this address. Faculty members will use the official University email address

to communicate with a student registered in their classes and administrative units will correspond with students via this address.

- IV. The University expects that students will receive and read email in a timely manner. Students are expected to maintain their accounts and check their email daily so that new mail will be properly received and read. A student's failure to receive and read University communications delivered to his/her official email address in a timely manner does not absolve that student from knowing and complying with the content of such communications. While students are allowed to redirect email from their official University email address to another address (e.g. @hotmail.com, @aol.com), they do so at their own risk. The University is not responsible for the handling of email by other service providers. Having email redirected does not absolve students from knowing and complying with the content of the communication sent to their official University email address.

Improper Use of the Computer System.

Improper use of the Computer System is prohibited. The following are examples of improper use of the Computer System:

- I. **Prohibited Behavior:** Storing, transmitting or printing any of the following types of Electronic Communications on the Computer System is prohibited: material that infringes upon the rights of another person; material that is obscene; material that consists of any advertisements for commercial enterprises; material or behaviors that violate the Beulah Heights University Code of Student Conduct or other University policies; or, material that may injure someone else and/or lead to a lawsuit or criminal charges.
- II. **Harassment:** Harassing others by sending annoying, abusive, profane, threatening, defamatory or offensive messages is prohibited. Some examples include: obscene, threatening, or repeated unnecessary messages; sexually, ethnically, racially, or religiously offensive messages; continuing to send messages after a request to stop; and procedures that hinder a computer session.
- III. **Destruction, Sabotage:** Intentionally destroying anything stored on the Computer System, including anything stored in primary or random access memory is prohibited. Deliberately performing any act that will seriously impact the operation of the Computer System. This includes, but is not limited to, tampering with components of a local area network (LAN) or the high-speed backbone network, otherwise blocking communication lines, or interfering with the operational readiness of a computer or peripheral.
- IV. **Evasive Techniques:** Attempts to avoid detection of improper or illegal behavior by encrypting electronic messages and computer files are prohibited.
- V. **Unauthorized Use/Access:** Using the Computer System to gain or attempt to gain unauthorized access to remote computers is prohibited. Other prohibited behaviors include: actions that give simulated sign off messages, public announcements, or other fraudulent system responses; possessing or changing system control information (e.g., program status, protection codes, and accounting information), especially when used to defraud others, obtain passwords, gain access to and/or copy other user's electronic communications, or otherwise interfere with or destroy the work of other users.
- VI. **E-Mail Forgery:** Forging e-mail, including concealment of the sender's identity, is prohibited.
- VII. **Theft/Unauthorized Use of Data:** Data created and maintained by the University, or acquired from outside sources, are vital assets of the University and may be subject to a variety of use restrictions. Theft of or unauthorized access to data is prohibited. BHU does not allow the installation of personal software and any installed software must be approved by the office of University communications.
- VIII. **Program Theft:** Unless specifically authorized, copying computer program(s) from the Computer System is prohibited.
- IX. **Viruses, etc:** Running or installing on the Computer System, or giving to another, a program that could result in the eventual damage to a file or the Computer System, and/or the reproduction of itself, is prohibited. This prohibition includes, but is not limited to, the classes of programs known as computer viruses, Trojan horses, and worms. Attempting to circumvent data protection schemes or uncover security loopholes is prohibited.

Wasting Resources: Performing acts that are wasteful of computing resources or that unfairly monopolize resources to the exclusion of others is prohibited. These acts include, but are not limited to: sending mass mailings or chain letters; creating unnecessary multiple jobs or processes; generating unnecessary or excessive output or printing; or, creating unnecessary network traffic. Recreational use of the Computer System that interferes with the ability of other users to complete their work is prohibited. In particular, if you are using a machine in a Public Computer Lab for recreational purposes, and others are waiting to use a machine for academic purposes, you are expected to give up your seat.

- X. **Accessing User Accounts:** Attempting to access or monitor another user's electronic communications is prohibited. Accessing, reading, copying, changing, disclosing, or deleting another user's messages, files or software without permission of the owner is prohibited.
- XI. **Public Computer Labs.** Public Computer Labs are part of the Computer System operated by ITS and are a shared University resource available on a first-come, first-served basis. A valid University ID card is required to use the Labs. Food and beverages are prohibited in the Labs. Labs may be reserved for exclusive use by a class or group; schedules are posted on each Lab's door and published electronically to various new groups every week. Some Labs are provided by departments other than ITS; contact those departments for their additional usage guidelines.
- XII. **Mail Distribution Lists.** Mail Distribution Lists (often called LISTSERV lists) facilitate E-mail discussions on specified topics. Beulah Heights University faculty, staff, and students may request to sign up for list maintenance and membership, and have the discretion to control list content. List owners should not add subscribers to their list without the knowledge and consent of the subscriber to be added. The University does not monitor the content of Mail Distribution List e-mail, except as otherwise provided in this policy, and is not responsible for the content of such messages. However, the University may terminate lists that consume excessive resources or are no longer relevant to the purposes of the University. In addition, the University may take action where lists violate this computing policy or other University policies. Posting of material unrelated to a list's usual content may be prohibited in the discretion of the list's owner. Posting unrelated material to multiple lists ("spamming") will be grounds for account revocation and other disciplinary action. General e-mail announcements to the University community are limited to those messages that concern University business and are deemed to be of the greatest interest to the most recipients.
- XIII. **Backup Copies.** Data on the Computer System are subject to backup at the discretion of the University.
- XIV. **Deleting Electronic Communications.** Users of the Computer System should be aware that electronic Communications are not necessarily erased from the Computer System when the user "deletes" the file or message. Deleting an Electronic Communication causes the Computer System to "forget" where the message or file is stored on the Computer System. In addition, Electronic Communication may continue to be stored on a backup copy long after it is "deleted" by the user. As a result, deleted messages often can be retrieved or recovered after they have been deleted.
- XV. **Social Media**

I. Purpose and Scope

This social media Policy establishes standards and expectations for the use of social media by Beulah Heights University ("BHU" or "the University") employees, contractors, faculty, staff, and authorized representatives. The purpose of this policy is to:

1. Protect the University's mission, reputation, and brand
2. Ensure accurate, professional, and Christ-centered communications
3. Prevent the dissemination of false, misleading, or confidential information
4. Clarify the distinction between personal expression and official University communications

This policy applies to **all forms of social media**, including but not limited to Facebook, Instagram, X (formerly Twitter), LinkedIn, TikTok, YouTube, blogs, podcasts, livestreams, and similar platforms.

II. Official University Social Media Accounts

Authorization Required

All official BHU social media accounts must be:

Approved in advance by the Office of University Communications (or designee)

Managed by designated personnel acting within the scope of their job duties

Content Standards

Official University accounts must:

Reflect BHU's Christian mission, values, and institutional tone

Be accurate, timely, and professional

Avoid speculation, commentary on internal matters, or unverified claims

Refrain from engaging in online disputes, arguments, or inflammatory discussions

Crisis and Sensitive Communications

Only authorized University leadership or Communications staff may post or comment on:

Legal matters

Personnel issues

Accreditation, regulatory, or compliance matters

Financial matters

Incidents involving students, employees, or partners

III. Personal Social Media Use by Employees

BHU respects the right of employees to engage in personal social media activity.

However, employees must adhere to the following standards:

No Misrepresentation

Employees may not represent or imply that they are speaking on behalf of BHU unless explicitly authorized.

Use of Disclaimers

When referencing BHU in a personal capacity, employees are strongly encouraged to include a disclaimer such as:

"The views expressed are my own and do not represent the views of Beulah Heights University."

Note: A disclaimer does not override the requirements of this policy.

Prohibited Conduct

Employees may not, whether during or after employment:

Publish false, misleading, or defamatory statements about BHU, its leadership, employees, students, or partners

Disclose confidential or proprietary University information

Share internal communications, documents, or deliberations

Make statements that could reasonably harm the University's reputation or operations

Present personal grievances or employment disputes in a public forum

IV. Confidentiality and Privacy

Employees must comply with all applicable confidentiality obligations, including but not limited to:

Student privacy (e.g., FERPA-related information)

Personnel matters

Financial, contractual, or legal information

Donor, partner, or vendor information

No confidential information may be shared on social media under any circumstances.

V. Former Employees

Former employees remain bound by:

Confidentiality obligations

Non-disparagement provisions contained in agreements or policies

Applicable laws governing defamation, misrepresentation, and disclosure of protected information

The University reserves the right to pursue corrective action if false or damaging information is publicly disseminated.

VI. Monitoring and Reporting

Monitoring

BHU reserves the right to monitor public references to the University to protect its mission, reputation, and legal interests.

Reporting Concerns

Employees who become aware of social media activity that may violate this policy should report concerns to:

The Office of University Communications

Human Resources

The Office of the President or COO, as appropriate

VII. Enforcement and Disciplinary Action

Violations of this policy may result in disciplinary action, up to and including termination of employment, subject to applicable law and University procedures. Nothing in this policy is intended to restrict lawful employee rights under applicable labor or employment laws.

VIII. Acknowledgment

All employees are expected to review and comply with this policy as part of the University Communications Manual and applicable employment policies.

Beulah Heights University Marketing Policy

The Office of Marketing will help departments provide to constituents/potential students the adequate information about Beulah Heights University to make an informed decision. This policy covers the production of all publications, websites and promotional materials by the Office of Marketing and Communications on behalf of the University. With the support of senior management of the University, the Office is charged with ensuring that these marketing communications meet stated objectives with respect to consistency of message, accuracy of information, quality of presentation, image projected, tone, style and timeliness

- I. It is university policy that all publications and collateral marketing materials, including printed, constructed or audio/visual materials at The University of Beulah Heights be designed and edited by the Public Relations Office unless otherwise specified by the Office of University Communications or the president.
- II. Core University Marketing Communications are defined as all official promotional materials such as brochures, newsletters, magazines, catalogues, booklets, flyers, programs, invitations, posters and

- official websites, as determined by senior management of the University and either funded in the Marketing Communications establishment budget or produced by individual departments.
- III. Additional University marketing communications are promotional materials such as newsletters, websites, magazines, catalogues, booklets, flyers, programs, invitations and posters, as well as promotional/marketing websites, that are commissioned and paid for by individual Schools/Faculties or Divisions/Sections of the University
 - IV. The Office of Marketing and Communications makes all bookings for advertising media. Advertising undertaken on behalf of the University will faithfully reflect the corporate identity of the University set out in the University's policy guidelines.
 - V. Use of the University logo in advertisements not paid for by Beulah Heights University must be approved by the Director, Marketing and Public Relations or a member of the Senior Executive Team
 - VI. The University appoints external advertising agencies to provide professional advice and creative services for university branding campaigns and other key projects. All agency briefs are managed through marketing and the office of Public relations. No other area of the university may engage any advertising agency without the prior written approval of the Director, Marketing and Public relations.

Beulah Heights University Publication Material

- I. BHU marketing, publications and promotional materials must faithfully reflect the University's religious identity set by the school vision and mission.
- II. University marketing, publications and promotional materials must reflect approved templates and style sheets developed by Marketing and Public Relations.
- III. The Director, Marketing and Public Relations shall provide the final approval of the brand elements on promotional materials signed off by the Office of the President.
- IV. The University appoints external design agencies to provide creative services for University marketing and promotion.
- V. The design of official University online course brochures and their template are developed or in consultation with the Office of Marketing and Communications.
- VI. Marketing and Communications will advise on any additional documents or changes to scheduling as required.

The University's Abbreviated Name - BHU

When addressing audiences familiar with the University such as faculty, staff, alumni, students, and community members, always use the letters BHU, which should appear with the letters capitalized and without periods between the letters. The abbreviated name is the preferred choice for brand recognition.

The University's Full Name

When addressing audiences that might not be familiar with what the abbreviated letters stand for, use the University's full name. In titles, addresses, and other instances where the name stands alone, "The" in the title is used and capitalized, i.e. The University of Beulah Heights University. In an address, the name of the University is listed above the name of the department. When the name is used in a body of text, "The" can be lowercase or dropped entirely, as appropriate. In legal or formal contexts, where using the full name is important, "The" should be capitalized. After the name has been used in full within a given body of text, it can be subsequently called the University or BHU.

The University Logo

The logo should be used on stationery, publications and other materials, whether in print or electronic form that represents the University to the public. Departments may not alter the University's logo or create their own logo; they may use either the University's logo or the University logo with their specific college or school adaptation.

Logo Guidelines

Whenever the logo is used, the following rules apply:

- I. The complete logo must be used.
- II. The logo must not be altered or distorted in any way.
- III. The logo should not be combined with another emblem or symbol.
- IV. Type should not touch the logo or be superimposed over it, except when specifically approved by the Office of Communications. (Marketing, PR, Graphics)

Commercial Use of the Logo

The logo is a registered service mark of Beulah Heights University. It must be properly presented and used for approved purposes only. The University licenses its trademarks, service marks, and logos and provides for the enforcement of its license agreements.

Special Logo Applications

University documents and forms distributed to external audiences such as University applications should include the University logo as an identifiable graphic on the front page. The University logo should always be used in institutional advertising. Modified versions of the logo may be permitted in very unusual circumstances

Stationary

The use of university stationery or business cards for other than bonafide BHU business is prohibited. Individuals or offices may not use official university stationery for communicating personal views, positions or findings to the Legislature, other state agencies or other officials or agencies, or to transmit professional opinions/findings that might give the impression that these opinions/findings reflect the views of BHU. Use of university stationery or business cards or other official university trademarks or documents to further an individual's private business interests or to express political or personal viewpoints is expressly forbidden.

- I. Only administrative offices and academic units included as budgeted areas in the annual operating budget may have official university stationery.
- II. Names of individuals will not be printed on stationery, nor will title indications be made in the heading.
- III. University stationery is available in 8-1/2 x 11 sheets and in 4-1/4 x 6-1/2 sheets.
- IV. Templates for the university's official letterhead are available by contacting the Office of Information Technology. When printed on a laser printer, this template reproduces well in black and white.
- V. The university's envelope contains the word mark at upper left and the university name, the office name and the university's address. Type fonts and colors are on file in the Publications Office. The regular envelope size is a number 10. A smaller envelope to accommodate half-sheet stationery also is available.

University Business Cards

The printing of business cards is governed by the following:

- I. The university business card contains the university's word mark in blue on left of card with the name of the university, the name of the office and the university's address is on the right. A yellow line extends vertical the card from top to bottom. The name of the individual, with degrees abbreviated (if desired), is set flush right in boldface type followed by the title, telephone number, fax number, home telephone number (if desired), cellular telephone number and e-mail address. Type fonts and colors are on file in the Publications Office.
- II. Only official university titles may be used. Official academic titles are composed of the person's name, rank (associate professor), and specific discipline so as to read: Henry Jones, associate

professor of history. If they so choose, faculty and staff may have their degree or certification listed in boldface type next to their name (Henry Jones, Ph.D.)

- III. Business cards have been designed to be flexible. In a complex organization such as a university, strict rules governing what can and cannot be listed on a business card often are not practical because so many different needs are represented. Nonetheless, some standards must be adhered to in identifying individuals by title, degree or office. University Communications has final authority to decide what can and cannot be listed on business cards.

The Name and Word mark of the University

The official university name, address and telephone number to appear on all official BHU publications are as follows

Beulah Heights University, 892 Berne St. SE, Atlanta, Georgia, 30316. The telephone number is 404-627-2681

Beulah Heights University is the university's official name. The approved abbreviation of the university's name is BHU. The official name and abbreviation are on file with BHU system of Trademarks and Licensing as registered marks of the university. Other forms of the name of the university are not authorized by the BHU system board and may not be used in association with any official university function or activity, on any documents, products, athletics, other clothing, or in any written or visual representation.

The university's name, Beulah Heights, is set in myriad pro. It has a yellow underline with University below it set in Trajan pro.

University Slogan

"Developing Global Leaders through Christ-Centered Education"

The University Mascot

The bald eagle is the official mascot of BHU. The eagle may be used by the Office of the Vice President of Student Affairs, which works closely with student organizations, subject to review and approval by the office of University Communications.

Campus Signage/ Advertising

Official university signage must reflect the same word mark as other university materials and must conform with the campus accessibility requirements of the Americans with Disability Act. University Communications is authorized to review and approve all permanent and temporary internal and external campus signage. Examples of such signage include building acronyms and other designations placed on the exterior of buildings; parkway and parking signs; interior directional signs; room designators; temporary signs at construction sites and other areas; and signs hung or displayed in common areas such as the courtyard, and on the sides of buildings, parkways or in the galleries of buildings. The Office of the Vice President for Student Affairs will continue to provide oversight and approval for the placement of signs, tables and other information in areas designated as student commons areas, such as in the University Center or the Humanities and Social Sciences Building. However, such signs are subject to oversight by University Communications and must meet general standards of acceptability and uniformity. Agreements whereby the university receives fees or services in exchange for the placement of signage are subject to the review of University Communications. In addition, any agreements entered into with suppliers, manufacturers or service providers who wish to use campus space for the display of promotional material or advertising are subject to the review of University Communications. Agreements entered into for the placement of

automated teller machines on campus must include a provision expressly prohibiting advertising the location of the automated teller machines to the general public. These agreements are subject to the review of the Office of University Communications.

The University Seal

Use of the university seal is reserved exclusively for official documents such as resolutions, diplomas, proclamations and plaques. Individuals with questions about the use of the university seal should consult University Communications. Final authority for decisions about the use of the university seal rests with the president or his or her designee.

Whenever the seal is used, the following rules apply:

- I. The complete seal must be used.
- II. The seal must be used alone and *never* combined with another emblem or symbol.

The seal may never be distorted

Commercial Use of the Seal

The seal is a registered service mark of Beulah Heights University. It must be properly presented and used for approved purposes only. The University licenses its trademarks, service marks, and logos and provides for the enforcement of its license agreements

Photo Image guideline

For the safety and privacy of students, photography or videography is expressly prohibited in classrooms, cafeterias, and student study areas and lounges, without the prior approval of the Marketing and Communications Office. We are willing to assist reporters, photographers and videographers in accessing these areas for interviews and background footage, but we need to make arrangements in advance with the faculty or staff members in charge of academic areas. However, student may be granted permission for the purpose of class assignment but cannot reproduce footage without the expressed written consent of BHU through the University Communications Office. All photos taken by Public Relations (PR) are the property of Beulah Heights University; copyrights are held by the BHU Board of Trustees. Photos taken by PR may be used for promotion of BHU and its units in work managed and executed by University Communications. PR is committed to making these photos accessible for use by university units

The following is University Communications' policy related to the creation and use of photographs:

- A photo's content—the positions and appearance of people and objects—must never be changed or manipulated.
- Alteration of a photograph that misleads, confuses, or otherwise misrepresents its accuracy is strictly prohibited.
- Enhancing the *technical* quality of a photograph is acceptable, but changing the *meaning* is not.

In any instance when a question arises about such issues, consult the UC staff. The following information provides more specific guidelines about acceptable and unacceptable use of photographs.

Acceptable

- Electronic equivalents of established practices for traditional darkroom printing methods—dodging, burning, toning, and cropping, for example—as long as the content and meaning aren’t changed.
- Color and tonal correction to ensure accurate reproduction of the original photograph.
- Technical touch-up of images for the purpose of color-balancing or removal of flaws (such as dust spots, scratches, digital noise, artifacts, etc.) to achieve better reproduction. Such changes will be considered to be insubstantial.
- Routine cropping is not considered to be an alteration. However, there is a possibility of changing reader perception with creative cropping. When cropping, keep the modified version true to the intent of the original photo.
- Conversion of a color image to black and white.

Not acceptable

- Content alteration of any kind—moving, adding, deleting, combining, stretching, flipping, shrinking, etc.
- If a caption is needed to explain that the content isn’t real, don’t use the image.
- Misrepresenting a created scene as a “found” moment.

Photo illustrations

Photo illustrations differ from news photos in content, creation, and purpose. They are staged or produced, and are manufactured situations. They often are set up in a studio and are used for fashion, food, and product promotion. When an existing photograph is altered for artistic purposes, such as by adding or deleting content, it also is considered a photo illustration. Environmental portraits shot on location are not considered photo illustrations.

Use caution when creating a digital illustration on a computer that uses a photo as its base material. The final image should not be so photorealistic that a reader could perceive it as being real.

When publishing a photo illustration, it should be made clear to readers that the image does not represent a real situation. In all cases, photo illustrations should be labeled as such. Any permitted alteration changing the original content of an image must be labeled as a “photo illustration.” The credit line should read: “Photo illustration; original photo by XXX.” Artistic use of images, as in a collage, is permitted.

Remember, however, that no amount of captioning can balance a visual lie. Carefully consider any consequences, including jeopardizing credibility with readers, before creating a photo illustration.

Copyright

Copyrighted materials cannot be altered without written permission of the copyright holder (generally the creator or source of the original photo).

Photographs (BHU—images and those from freelancers) should be considered to be copyrighted materials. Photographs supplied to University Communications from other offices or from non-university entities cannot be altered without written permission from the copyright holder, even if the image belongs to BHU

Permission/model releases

UC does not regularly use model releases nor seek written permission for most of the photography or videos created for both internal and broader university use. Written permission is not required when making

photographs or videos of individuals in public settings or using the resulting photographs or videos in news and editorial contexts. However, care should be exercised in subsequent use. Make certain that the published context and the caption do not imply details about an individual that are not known to be true.

Whenever possible, UC photographers identify themselves and seek verbal permission when making photos. They inform subjects about the potential uses of the photo, such as providing information for a story and/or creating images to more broadly describe the campus, both now and in the future. In instances when an individual asks to not be photographed, UC photographers comply with those wishes.

Written permission is required, however, for photos or videos of children, patients in medical settings, or subjects who are primarily being featured in advertisements in which a person's name, image and/or likeness are being used in a context that implies endorsement. A sample permission form/model release is available for download. In these cases, the administrative entity most often maintains its own photo policy records and provides permission.

When photos are supplied by a client, permission to use them is implied, but check with the client to make sure permission has been granted by the creator and the subjects, and that appropriate photo credits are published.

Photo library

Photographs created by staff photographers are for the news and editorial needs of the university. News media may use any of the images in the online photo library for news or editorial content, both print and electronic, related to BHU. BHU departments, faculty, staff, students, and alumni may use any of the images in the library for noncommercial communication pieces about BHU. The images are **not** available for generic use unrelated to BHU.

Published photos must include a credit ("photographer's name/BHU" or "courtesy of..."). The specific credit and other details are also embedded in the digital file, which can be viewed by using Photoshop and choosing "file info" in the File menu.

None of the images may be modified, altered, or used in any way that changes or misrepresents the photograph's content or overall context.

Freelance policies and rights

When hiring freelancers or using work created by freelancers, you are often commissioning the right to use that work, you are not buying ownership of the work. All images must be approved by University Communications.



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Accreditation and is a part of a global network that relates to regional or continental higher educational agencies through the International Council for Evangelical Theological Education.