

# Research Communications Standard Operating Procedures

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## **How Research Communications and PR & Strategic Communications Work Together**

Research Communications and UK Public Relations & Strategic Communications jointly coordinate publicity for research at the University of Kentucky. Through press releases, videos, podcasts (“Research Made Possible” and “Behind the Blue”), radio features (“UK at the Half”), blogs, social media posts and websites, the two offices share research with the general public in easy to understand, lay language. The offices support researchers by publishing UKNow (the daily news outlet for the university), serving as the liaison between the media and UK colleges and units, pitching stories to local, state and national TV, radio, print and online media, tracking media stories, and providing one-on-one media training (including messaging and best practices).

If you are a UK researcher and need help with any of the following, fill out the [Research Communications Service Request Form](#) and we will triage your request to the appropriate person:

- Press/Publicity
- Media services (Photos, videos, logos)
- Event Management
- Research Recruitment Ads/Public Relations Review (PRR)
- Executive Comms (i.e. quotes from President, EVPFA, Provost, Vice President for Research)
- Websites

Specifics related to the topics above can be found in this document.

If you need media training (how to prep and conduct an effective media interview), if you have external media coming to your on-campus event, if a member of the media reaches out to you to schedule an interview, or if you have already done an interview with a media outlet and not notified Public Relations, please contact Public Relations (859-257-1754 or [ukpr@uky.edu](mailto:ukpr@uky.edu)).

## Logos

- **UK logo:**



- **UK lockup:** The interlocking UK logo plus a unit name is called a UK lockup. UK Brand standards limit which units are eligible to receive lockups.



- **Graphic identifier:**  
A logo with or without a graphic element (eg. icon) that includes a grant/program name but does not include the UK logo.

UK Marketing reviews and approves all requests for lockups for units affiliated with the University of Kentucky. Only UK Marketing can create unit lockups.

Because UK Research is more complex than the standard college/department structure, determining what qualifies for a UK lockup is more complex, therefore Research Communications advises UK Marketing. UK Marketing verifies all Research-related requests for logos with Research Communications. If Research Communications has your details on hand, we can avoid a time-consuming fact gathering process, which will speed up your request.

Any unit or program **affiliated with UK Research** should contact Research Communications before contacting UK Marketing. Please use the [form](#) to provide the requested information.

- To view or download **existing UK lockups** (in the “Brand Assets and Downloads” SharePoint folder), visit <https://www.uky.edu/prmarketing/branding-resources/university-marks> (log in with your linkblue id and password).
- To view **rules** around use of UK lockups and the UK brand, see the UK Brand Guidelines: <https://www.uky.edu/prmarketing/sites/www.uky.edu.prmarketing/files/UKY-2023-Brand-Guidelines.pdf>.

UK Marketing does not create UK lockups for grants.

UK Marketing must approve all graphic identifiers for programs using UK funds (internal funds and external grants/contracts).

UK Marketing will review any unit- or vendor-created graphic identifiers. Those graphic identifiers should utilize UK Brand fonts and colors. Graphic identifiers should be used in conjunction with official UK lockups (college lockup or main UK lockup, as appropriate).

### **UK logo on research poster or presentation**

Anyone affiliated with UK is permitted to use the UK logo on a research poster or in a research presentation. Some colleges have their own approval processes, but there is no university-wide approval process for these uses. Anyone with a linkblue id can download the UK logo (<https://www.uky.edu/prmarketing/branding-resources>, see “University marks”) for these purposes.

### **Logos for Research Priority Areas**

Research Communications can provide high-resolution versions of the UK lockups for the eight Research Priority Areas (RPAs). Use our [form](#) to request.

### **External requests to use the UK logo**

If you are working with an outside industry partner/company/vendor and they request to use the UK logo, the details of that requested use need to be emailed to [rescomm@uky.edu](mailto:rescomm@uky.edu). Research Communications will loop in the UK Office of Legal Counsel and UK Marketing as needed.

## **Photo & Video Requests**

### **Photo**

Due to staffing limitations, Research Communications cannot accommodate all photo requests across campus. You may submit a photo request to our [form](#) (at least 2 weeks before the event/need) with all relevant details, and we will let you know if we are available. Your photo request must relate to Research in some way. We do not provide photography for off-campus events.

See what UK Photo (the team under UK Marketing) provides:

<https://www.uky.edu/prmarketing/photography>.

### **Video**

Research Communications can help you share your research outcomes, promote a new award to the general public or create a short abstract related to a journal article through video. Submit your video idea to our [form](#). Availability is subject to workload.

Research Communications does not create training videos. For training video production, please consult [CELT](#), [IPH Center](#) or an outside vendor (see Procurement Services, log in with linkblue id and password, <https://purchasing.uky.edu/it-software-communications-and-web>.)

## **Photo & Video Safety Vetting**

Personal Protective Equipment (PPE) = safety equipment scientists must wear in labs.

It is the responsibility of any person shooting video or photos in a University of Kentucky laboratory to make sure lab personnel (faculty, staff and students) are wearing the right PPE. The following requirements come from UK [Occupational Health & Safety](#).

Please be aware that lab personnel may not be wearing the proper equipment when you show up to shoot. Follow the rules below, and ask them to comply. Tell them that you want the photos/video to tell the story of their research, not start a discussion of whether they have on enough or the right

equipment. If photos or video do not follow the rules you will need to reshoot and discard those files. Reshoots waste everyone's time and resources.

Even if they are “faking it” for the camera — using water instead of chemicals — if it **looks** like they are using chemicals, you have to follow these PPE requirements.

Standard prescription eyeglasses are **not** acceptable eye protection in these scenarios. Safety glasses/goggles are required where noted.

- At a microscope: lab coat and gloves.
- At a fume hood: lab coat, gloves and safety glasses.
- Any use of chemicals (pipetting, prepping slides, touching various science-related tools, touching brains or tissue samples treated with any chemical): lab coat, gloves and safety glasses.
- Holding petri dishes/slides, holding zebrafish/salamander containers, putting samples into centrifuge/freezer: lab coat, gloves and safety glasses.
- At a laser: lab coat, gloves and safety glasses (tinted, not clear).

The only exception is an “environmental portrait” of a VP, Dean, investigator in the lab without PPE. They must be in the foreground — not sitting at the bench — and they can't be touching the bench or any science-related tools.

Photos submitted to the [UK Photo \(Photo Shelter\) Library](#) will be screened for compliance to these rules.

If you have questions while you are on location at a photo or video shoot or about whether an existing image is compliant, email [rescomm@uky.edu](mailto:rescomm@uky.edu).

### **Publicity for New Awards, Outcomes & Published Work with External Funding**

Before colleges can post information on their website, in newsletters or send information to UKNow (the daily news outlet for the university), Research Communications needs to confirm the following information for **externally funded projects** (aka “awards” which are grants, cooperative agreements or contracts from federal, state or industry sponsors):

- Funding agency
- Total anticipated award
- Publicity restrictions (prior review, which means the sponsor wants to see your draft and approve it before it goes out)

UK is not permitted to publish **any** information about new awards to UK until that award is received by the Office of Sponsored Projects Administration (OSPA). Why? Funding agencies may still negotiate the terms of that award after they have notified the principal investigator (PI) they will be receiving an award. The final award may have terms such as prior review by the funding agency. The University of Kentucky is legally required to abide by all award terms and not doing so may jeopardize future funding.

To speed up the vetting process, use our [form](#) (select “Receive an award acknowledgment/disclaimer statement”) to provide your Notice of Award (NOA) from the funding agency or Project Account Data Record (PADR) from OSPA. Research Communications needs the following information:

- Principal investigator (PI)/co-investigator (co-I) names
- College/department/center
- Sponsored project title
- Funding agency/foundation sponsor
- Collaborators (outside UK, if applicable)

If you know the UK PI is a sub awardee (i.e. the USDA gave an award to Dr. X at Columbia University and Columbia University gave part of that award to UK), please provide that info to us in our [form](#) via the “Did the funding come directly to the University of Kentucky? No” text box.

You will be required to provide your draft text **before** we review your request, so Research Communications can understand the context in which the statement will be displayed.

Once Research Communications vets your award, we will then either ask you to hold publicity until the award is finalized or give you the green light to publish and provide you with an **acknowledgement/disclaimer statement**, if that is required, to place at the end of your press release/article.

This process applies to **announcements of new awards, descriptions of outcomes** of funded research and **descriptions of published work** (papers, journal articles).

In the case of published research, please verify that awards cited in the “Acknowledgement” or “Funding” section **came directly to UK**, then provide that information (PI name, funding agency, title of award if possible) and the article pdf or link to the online version to Research Communications via our [form](#). We will send you the required acknowledgement/disclaimer statement for that funding.

### **Participant Recruitment Advertising**

All advertising materials intended for public outreach to recruit participants for a research study must undergo a review process before submission to the UK Institutional Review Board (IRB) for approval. Research Communications conducts Public Relations Review (PRR).

Each of the following scenarios require investigators to complete the [CCTS Service Request Form](#) (choose Request a Service and PRS or PRR, as needed described below):

- Investigators across all UK colleges, who have crafted their recruitment materials and plan to advertise on their own per their IRB protocol, must request Public Relations Review (PRR) before submitting their materials to the IRB.
- Investigators aiming to advertise materials on CCTS platforms must request both Participant Recruitment Services (PRS) and Public Relations Review (PRR).

- Investigators requiring assistance in developing advertising materials to recruit research study participants may request Participant Recruitment Services (PRS).

For more information, including answers to frequently asked questions, please visit Research Communications' [Participant Recruitment Advertising guidance](#).

### **Websites**

Research Communications only supports websites that are directly affiliated with the UK Research (Office of the Vice President for Research) organizational structure (units that report to the OVPR or are funded by the OVPR). To request a new site for a unit under the OVPR, gain editing access to a current site or request site updates, please use our [form](#).

We do not create grant-specific websites (unless the project is funded directly by the OVPR). We do not create sites for centers, institutes or core facilities that report to UK colleges. We do not create individual lab websites. Contact college web coordinators for support for these uses.

### **Social Media**

#### **[Administrative Regulation 10.4: Social Media Policies and Guidelines](#)**

If you are creating a new social media account, please review the information in the AR above.

If your new account is related to UK Research, please let us know who in your unit has access to post on the account, and please share the social media handle with Research Communications, so we can follow and tag you appropriately.

#### **Official UK Research accounts supported by Research Communications**

- UK Research X: <https://twitter.com/ResearchKY>
- UK Research Facebook: <https://www.facebook.com/UKresearch>
- UK Research YouTube: <https://www.youtube.com/playlist?list=PL9A8E3870D1898DB0>
- UK Research Instagram: <https://www.instagram.com/ukresearch/>
- UK Research Communications LinkedIn: <https://www.linkedin.com/company/uk-research-communications/>

#### **TikTok and UK Researchers with Federal Contracts**

[Please see our site on guidance for TikTok.](#)

### **Digital Signage**

Research Communications supports digital signage in the Healthy Kentucky Research Building (HKRB). This includes the large video wall in the first-floor atrium and screens in common areas on all other floors. We update signage once a week and take submissions through our [form](#). Our signage uses Korbyt, a system that supports screens in other UK campus buildings. We can share content with other signage moderators who use Korbyt, but we do not control the screens in other buildings.

For events hosted in the large HKRB conference room (150) or the atrium/lobby, units can request a “take over” of the video wall on the first floor for the event period, but this request and the content must be submitted 2 weeks prior to the event. Submit digital signage requests through our [form](#).

### **Reserving HKRB**

If you are seeking to host an event, reserve a meeting space or request a VPR parking spot at the Healthy Kentucky Research Building (HKRB), please use the Events Management System: <https://meetatbigblue.uky.edu> (log in with your linkblue id and password). If you want to request a space not listed on that site, please contact Harrison Brown, HKRB Special Events Coordinator, [Harrison.Brown@uky.edu](mailto:Harrison.Brown@uky.edu).