



**YOUNGSTOWN
STATE
UNIVERSITY**

**RESOLUTION TO MODIFY
ELECTRONIC MEDIA RIGHTS POLICY 3356-5-06**

WHEREAS, University Policies are being reviewed and reconceptualized on an ongoing basis; and

WHEREAS, this process can result in the modification of existing policies, the creation of new policies, or the deletion of policies no longer needed; and

WHEREAS, action is required by the Board of Trustees prior to replacing and/or implementing modified or newly created policies, or to rescind existing policies.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the modification of the University Policy stated above and attached hereto.

**Board of Trustees Meeting
December 11, 2025
YR 2026-87**

3356-5-06 Electronic media rights.

Responsible Division/Office: University Relations
Responsible Officer: President; VP for Strategic Communications
Revision History: May 1998; December 2010; December 2015;
December 2020; December 2025
Board Committee: Institutional Engagement
Effective Date: **December 11, 2025**
Next Review: 2030

- (A) Policy statement. The president, or designee, in order to gain the greatest possible external exposure for the university and to realize income when feasible, may grant electronic media rights.
- (B) Parameters.
 - (1) All transmissions and/or distributions shall meet any applicable regulations placed upon the university by affiliated governing groups.
 - (2) Electronic media includes radio, television, internet, and any other transmission and/or distribution medium utilized to transmit non-instructional university events on a live or delay basis.
- (C) Procedures.
 - (1) The office of marketing and communication is responsible for the external distribution of electronic media programs.
 - (2) Program initiatives that have the potential of generating income are subject to bid.
 - (3) The office of marketing and communication identifies, communicates appropriate electronic standards, reviews external programming activities, recommends new program initiatives, and packages all programs with income potential for bid.
 - (4) The office of marketing and communication recommends action to the president for the final decision.