



## **Dean's Measure No. 14/2021 Publicity and Website of the FFPW USB**

### **Promotion in the media and at exhibitions:**

- Promotion based on the plan approved by the Dean's Collegium, or the Director of the part, the Registrar regarding for example advertising in the press, participation in exhibitions, fairs, promotion of the studio and services of the FFPW USB in the media, is provided or mediated by the Sales Manager who is responsible for it. The promotion of the Faculty focused on fish consumption and the Store with Fish and Fish Products is provided by the Head of the Store with Fish and Fish Products and he / she is responsible for it.

### **Day of Open Doors (DOD)**

- The coordination of the preparation and course of the DOD is ensured by the Director of the given part and he / she is responsible for it.

### **Preparation and production of promotional materials**

- Preparation of the Faculty promotional materials, leaflets, business cards, etc. is provided or mediated by the Sales Manager who is responsible for it.

### **Website of the FFPW USB:**

- The Head of MEVPIS Vodňany is responsible for coordinating activities and checking the correctness of the content of the FFPW USB website ([www.frov.jcu.cz](http://www.frov.jcu.cz)).
- The Dean's Assistant, Assistants of Directors, Registrar, Heads, HR, and Sales Manager are responsible for individual sections of the FFPW USB website. Supervisors of the given parts of the Faculty (Dean, Vice-Deans and Directors) continuously check the website.
- Faculty staff sends all processed news to the FFPW USB website to the Head of MEVPIS Vodňany. News must be sent in Czech and English. The length of reports is limited to a maximum of 150 words in the Czech version and up to 150 words in the English version. The reports must be accompanied by photographs or other illustrations.
- When delivering documents and when editing sections of the website, each responsible employee will deal directly with the IT staff of the Faculty. If necessary, the Head of MEVPIS Vodňany will also be informed about these actions.
- The Dean of the FFPW USB checks the topicality and correctness of the data listed on the websites.



**Website of MEVPIS Vodňany:**

- The Head of MEVPIS Vodňany is responsible for coordinating activities and checking the correctness of the content of the MEVPIS website ([www.mevpis.cz](http://www.mevpis.cz)).

**Website of CENAKVA:**

- The CENAKVA Director is responsible for coordinating activities and checking the correctness of the content of the CENAKVA website ([www.cenakva.cz](http://www.cenakva.cz)).

**Website of the Store with Fish and Fish Products:**

- The Head of the Processing of Fish and Aquaculture Products is responsible for coordinating the activities and checking the correctness of the content of the website of the Processing of Fish and Aquaculture Products ([www.rybyprozdravi.cz](http://www.rybyprozdravi.cz)).

**Website of the FFPW USB e-shop:**

- The Store Manager is responsible for coordinating activities and checking the correctness of the content of the website of the FFPW USB e-shop ([www.rybarskeknihy.cz](http://www.rybarskeknihy.cz)).

**Social networks of the FFPW USB:**

- The Head of MEVPIS Vodňany is responsible for coordinating activities and checking the correctness of the content of official social networks of the FFPW USB. In case of the need for professional consultation or doubts about the content, the publication may be consulted with the relevant Vice-Dean, Director, or the Dean of the Faculty.

The exceptions can be decided by the Dean.

This Measure cancels the Dean's Decision No. 4/2016.

This Measure comes into effect on 1<sup>st</sup> May 2021.

Prof. Dipl.-Ing. Pavel Kozák, Ph.D.  
Dean of the FFPW USB