

## News Releases

**Original Implementation:** 1950

**Last Revision:** April 12, 2016

Departments and individuals seeking media coverage concerning university activities should request assistance from University Marketing Communications, which will work collaboratively with the requesting party to evaluate the newsworthiness of the activity. When an activity is determined to be newsworthy, University Marketing Communications will prepare and market a release of information to the news media. As a general guideline, requests for media coverage should be made a minimum of 10 days before the scheduled event.

Departments and individuals should not contact the news media without the assistance of University Marketing Communications. News media receive numerous requests for coverage from a wide range of organizations and individuals. Uncoordinated coverage requests and/or requests for coverage of activities that may have little or no news value have the potential to diminish the effectiveness of University Marketing Communications when it makes requests for coverage of newsworthy activities. University Marketing Communications may grant exceptions to select university divisions regarding this aspect of this policy.

Upon occasion, news media may directly contact university faculty or staff members seeking interviews or comments that may be published or broadcast. Faculty and staff members are encouraged, as time permits, to share their insights on topics within their areas of scholarly study or professional expertise. Such participation has the potential to highlight the quality of university personnel, bring positive visibility to the university and provide a valuable community service. The faculty or staff member contacted by the media should notify University Marketing Communications of the interview request. University Marketing Communications can assist both sides in facilitating the interview and monitor the media outlet for publication or broadcast of the interview.

**Cross Reference:** None

**Responsible for Implementation:** Vice President for University Advancement

**Contact for Revision:** Executive Director of University Marketing Communications

**Forms:** None

**Board Committee Assignment:** Academic and Student Affairs