

STEPHEN F. AUSTIN
STATE UNIVERSITY

Office of the General Counsel

POLICY SUMMARY FORM

Policy Name: News Releases (and Media Contact)

Policy Number: 15.3

Is this policy new, being reviewed/revised, or deleted? Review/Revise

Date of last revision, if applicable: 4/30/2019

Unit(s) Responsible for Policy Implementation: Chief Marketing Communications Officer

Purpose of Policy (what does it do): Guides interaction with news media. The intent of the this policy and its previous iterations clearly show that it is designed to guide more than just news releases, but also to advise on interacting with the news media.

Reason for the addition, revision, or deletion (check all that apply):

- Scheduled Review Change in law Response to audit finding
 Internal Review Other, please explain:

Please complete the appropriate section:

Specific rationale for new policy:

Specific rationale for each substantive revision: The name change includes "Media Contact" to expand on the understanding beyond just news releases.

Specific rationale for deletion of policy:

Additional Comments:

Reviewers:

Graham Garner, Chief Marketing Communications Officer
Damon Derrick, General Counsel

News Releases *and Media Contact*

Original Implementation: 1950

Last Revision: April 30, 2019/12, 2022

The Division of University Marketing Communications is responsible for producing and distributing news releases, publishing and promoting news of the university, responding to media inquiries, and monitoring news coverage of the university.

The university requests members of the news media to coordinate all interviews, campus visits, and inquiries through the Division of University Marketing Communications.

Departments and individuals seeking media coverage concerning university activities ~~should~~*must* request assistance from *the Division of 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, in coordination with the requesting party, and promote~~ 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.~~*public and news media.*

Departments and individuals ~~should~~*must* 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~~*Division of newsworthy activities.* ~~University Marketing Communications may grant exceptions to select university divisions regarding this aspect.~~ *Coverage requests, statements, and policies of this policy*~~the university, its component entities or representatives must be clear, consistent, and compliant.~~

~~Upon occasion,~~*When members of the 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, ~~those individuals may~~ 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~~*Employees are discouraged from commenting on policies, actions, or staff member events outside of their immediate responsibilities or expertise.* Anyone contacted by the media ~~should~~*must* notify *the Division of 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
Division

~~**Contact for Revision:** Executive Director of University Marketing Communications, Chief
Marketing Communications Officer~~

Contact for Revision: Chief Marketing Communications Officer

Forms: None

Board Committee Assignment: Academic and Student Affairs