



## **News Releases and Media Contact**

### **Purpose**

To coordinate consistent and effective responses and outreach to news media on behalf of the university through producing and distributing news releases, publishing and promoting news of the university, responding to media inquiries, and monitoring news coverage of the university.

### **Persons Affected**

Any faculty or staff who receive media inquiries, or who wish to reach out to news media.

### **Definitions**

News media include representatives of any organization or outlet with the primary purpose of sharing information with the public, including but not limited to newspapers, magazines, television stations, podcasts, websites, social media entities or other print, video or digital news organizations.

### **Policy**

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 must request assistance from the Division of University Marketing Communications. When an activity is determined to be newsworthy, University Marketing Communications will prepare, in coordination with the requesting party, and promote a release of information to the public and news media.

Departments and individuals must not contact the news media without assistance from the Division of University Marketing Communications. Coverage requests, statements, and policies of the university, its component entities or representatives must be clear, consistent, and compliant.

When members of the news media directly contact university faculty or staff, those individuals may share 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. Employees are discouraged from commenting on policies, actions, or events outside of their immediate responsibilities or expertise. Anyone contacted by the media must notify the Division of University Marketing Communications of the interview request.

### **Related Statutes or Regulations, Rules, Policies, or Standards**



None

**Responsible Executive**

Chief Marketing Communications Officer

**Forms**

None

**Revision History**

September 1, 2023 (original)