



Administrative Procedure

Number:	027
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Supercedes:	
Page:	1 of

Subject: MEDIA RELATIONS

1.0. PURPOSE:

To establish the policy and procedure governing University relations with the news media; to expand and improve the University's relations with the media; and to improve the image of the University as it is portrayed by the media.

2.0. ORGANIZATIONS AFFECTED:

All organizational units of the University and its auxiliary organizations.

3.0. REFERENCES:

N/A

4.0. POLICY:

- 4.1. The Director of the Office of Public Affairs is designated the official spokesperson for the University to the media and to the surrounding community, and as such is responsible for responding to all media inquiries pertaining to University policies, procedures, personnel and University-wide issues. The Office of Public Affairs will be guided by the established policies of the University and respond to media inquiries after appropriate consultation.
- 4.2. The University faculty, administrators and staff are citizens and also representatives of the institution. Many are members of learned professions and/or recognized experts in their fields. When speaking or writing as citizens, they should be free from censorship but should recognize that the public may judge their profession and/or the University by their utterances.
- 4.3. The faculty and staff are encouraged to respond to media inquiries involving their individual areas of expertise in order that the University may be seen as a valuable resource of knowledge and research.

Approved:

Date:

- 4.4. When responding to media inquiries, all University personnel should at all times be accurate, should exercise appropriate restraint, should show respect for the opinions of others, and should make every effort to indicate that they are not the University's spokesperson.
- 4.5. University faculty and staff are encouraged to inform the Office of Public Affairs of all inquiries they receive from the media and of whether or not they have responded in order to enable Public Affairs to assess the level and direction of media interest in the campus.
- 4.6. Media inquiries that are addressed to University staff, administrators and auxiliary employees requesting an official University position are to be directed to the Office of Public Affairs.

5.0. DEFINITIONS:

- 5.1. News Media - Includes newspapers and news magazines, radio and television news stations and news documentary producers of radio and television.
- 5.2. Inquiries by news media - Refers to questions related to University policies, procedures and personnel, to questions relating to events or actions that impact the entire University, and to questions relating to areas of study conducted by the University.
- 5.3. University Personnel - Includes all faculty, staff, administrators and auxiliary employees.

6.0. RESPONSIBILITIES:

- 6.1. The Office of Public Affairs will:
 - 6.1.1. Serve as the official spokesperson for the University.
 - 6.1.2. Serve as the primary contact for all news media inquiries about the University.
 - 6.1.3. Issue official statements in response to inquiries either verbally or as prepared press releases.
 - 6.1.4. Facilitate the media coverage of the University, acting either as the official spokesperson for the University or as liaison between the media and the appropriate University personnel.
 - 6.1.5. Operate a public information service to initiate stories and/or coverage for the University.

- 6.1.6. Develop and/or supervise the production of written, audio, film and taped messages regarding the University.
- 6.1.7. Prepare and distribute to the news media a specialized listing of University faculty and administrators with their areas of expertise to facilitate media interaction.
- 6.1.8. Consult with University personnel regarding media coverage, suggesting ways to maximize positive press coverage.
- 6.2. University Offices will refer all news media inquiries requesting the official University position to the Office of Public Affairs.
- 6.3. University Faculty and Staff should:
 - 6.3.1. Respond to media inquiries involving their individual areas of expertise.
 - 6.3.2. Make every effort to indicate that they are not the University's spokesperson.
 - 6.3.3. Inform the Office of Public Affairs of all inquiries they receive from the media.
- 7.0. PROCEDURES:
 - 7.1. University offices and administrative personnel contacted by media representatives will direct all inquiries to the Office of Public Affairs.
 - 7.2. The Office of Public Affairs will determine whether it should act as spokesperson or act as a liaison between the media and appropriate administrators.
 - 7.3. Any news media request for expert opinion on specific academic topics may be answered directly by faculty or staff who have expertise in the area of inquiry.
- 8.0. APPENDICES:

N/A