

Public Information and Media Relations

No public relations policy that would affect the entire campus may be initiated and no significant news may be distributed without notification, consultation, and approval of the Associate Vice Chancellor for University Relations or designee within the Office of University Relations.

The office authorizes the release of news and video to the media about the university. Any request from the media for information (printed, electronic, spoken, or visual) is to be directed to University Relations, which will respond to the request. The only exceptions to this policy are sports-specific publicity and agricultural publications.

To maintain quality standards, the office provides guidance, consultation, and editorial advice and style standards on the writing and production of official campus publications and informational materials for both internal and external audiences. All printed communications and non-personal university Web sites must comply with graphic and Web standards maintained and enforced by the Office of University Relations, and the creation of such communications tools must be done in concert with the office.

Departments and/or faculty who have news regarding important conferences and events, recently published books, new research, significant awards, or other news of broad public interest should inform the Office of University Relations. The Associate Vice Chancellor will set priorities for offering support or providing advice and consultation in planning external communication and media contacts.

The Associate Vice Chancellor for University Relations, under the supervision of the Vice Chancellor for University Advancement, is the official spokesperson representing the campus with the external media in all emergency situations, or those situations that may have potentially negative implications. When such a situation arises, individuals or units involved should contact the Office of University Relations immediately. All media calls must be directed to the spokesperson under emergency circumstances. No statements may be made to the media during such emergency situations without the approval of the Associate Vice Chancellor for University Relations or designee within the Office of University Relations.

Revised March 1, 2008
May 15, 1989