

University Policy 500.01 MEDIA RELATIONS

Responsible Administrator: Assistant Vice President for Communications and Marketing

Responsible Office: Communications and Marketing

Originally Issued: December 2006

Revision Date: November 2016

Authority: Office of the President

Policy Statement

It is the policy of Claflin University to communicate information about the university professionally, accurately and in a timely manner. The high standards expected in all areas of campus activity should be reflected at all times in the university's press releases or other publicity about the university. In addition, the production and distributions of all materials for release should be in a style and format consistent with and complimentary to the university's approved brand and image.

To that end, unless instructed by the president of the university, no person employed by of the university has permission to give out statements or materials to the media other than those individuals who have been designated by the president as Claflin's official media representative(s).

Statement of Purpose

The primary purpose of this policy is to ensure maximum visibility of the university into the appropriate media and to communicate the Claflin story in an accurate, aggressive and effective manner.

Applicability

This policy is applicable to all persons employed by Claflin University.

PROCEDURES

It is important for Claflin University to cultivate a positive working relationship with local, state, national and international media. To that end, no materials should be sent from the University in any format to a media outlet or a media representative unless these have been cleared by the Office of Communications and Marketing.

Nor should anyone employed by the university agree to give interviews via any media format to any media representative or media outlet unless the interview has been cleared by the Office of Communications and Marketing.

Requests based on the Freedom of Information Act presented by a member of the media to anyone employed by Claflin University involving anyone at Claflin

University or about the university or any of the university's departments must be forwarded to the Office of Communications and Marketing **immediately**.

Other than for sporting events under the auspices of the Director Intercollegiate Athletics, only the Office of Communications and Marketing is approved to issue press passes to university events not opened to the public or events where tickets are sold to the public. If anyone employed by the university becomes aware of a media representative on campus, without clearance from the Office of Communications and Marketing, that office should be notified **immediately**.

Press Releases

The Office of Communications and Marketing generates press releases to be sent to media entities. If you have a story idea, please contact the Office of Communications and Marketing and they will determine if a press release or media alert should be generated and sent to the media.

Working with Media Issuing a news release may result in representatives from the media requesting additional information or interviews, which may involve photographs, audio interviews (either in person, via telephone or internet) or video recording. If you are the primary source for a story or the story is about you, it is important that you be available to the media for approved interviews. If a request involves recorded interviews or photographs, a Communications and Marketing office representative must be present during any encounter with the media. Answers to interviews via the internet or other written interviews should be sent to the Office of Public Relations before being submitted.

Understanding the Media The Public Relations Office has no control over the amount of coverage resulting from a news release or other materials to generate publicity. Some media may use the release or material as presented, partially or not at all. Their decision is based on how relevant the topic is to their audience and their judgment of its newsworthiness. And while Office of Communications and Marketing can not influence the amount of coverage given, it will endeavor to obtain maximum coverage in the appropriate media.

Preparing for Media Interviews

If a news event or release of information generates significant media interest and is deemed of high importance by the president of the university, the Office of Communications and Marketing and the head of the department in which the event or information generated, the individual(s) of interest to the media will be advised and assisted by a representative from the Office of Communications and Marketing in how best to take advantage of the interview and any other affiliated media opportunities.

Claflin University Website

The Claflin University website www.claflin.edu is owned and copyrighted to Claflin University exclusively. No alterations, amendments or additional or supplementary component(s) to the website are permitted without the expressed permission of the university's president or the person(s) authorized by the president to grant such permission.

Requests to altar, amend; add additional or supplementary components to the website should include:

1. The reason for the request(s)
2. Individuals assuming responsibility under the request(s)
3. Description and contents to be included and where possible a sample or example or model reference depicting the alteration, amendment, additional or supplementary component(s).

