

Assistant Vice President for Communications and Marketing  
Communications and Marketing

University or about the university or any of the university's departments must be forwarded to the Office of Communications and Marketing \_\_\_\_\_

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 \_\_\_\_\_

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.

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.

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.

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

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).

