

JACKSONVILLE STATE UNIVERSITY

Manual of Policies and Procedures

POLICY NUMBER: V:02:01

REVIEW/REVISION DATES: April 1993, May 1997, July 2013

SUBJECT: Publicity/Contact with Media

APPROVED: William A. Meehan, President

PURPOSE

To define the process that University employees should follow when working with the media, as well as procedures for University photo requests and social media guidance.

POLICY

Publicity Assistance

All news releases pertaining to the University must be monitored and approved by the Director of Public Relations (PR). In cooperation with the Executive Director of Marketing and Communications and Vice President for University Advancement, the PR Director serves as official University spokesperson and liaison with the news media. Individuals and groups needing publicity for any University event should contact the PR office at extension 5636. News requests should be submitted on the form found under "Campus Communicators" on the PR website – www.jsu.edu/news.

News Releases

Individuals and offices planning publicity are encouraged to prepare proposed news releases. However, it is understood that the right to edit or disapprove a release is reserved by the PR Director.

Press Conferences & Media Contact

Because there are many circumstances that affect the success of a press conference, all University press conferences should be planned in conjunction with the PR

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professionals. All initial contact with the media should also be routed through the PR office.

Requesting Assistance

When the PR Office is asked to prepare copy for announcements and other releases, a written request should be made at least two weeks prior to the date the event takes place.

Designating Media

Public Relations maintains mailing lists of news media. Specific media may be targeted upon consultation with the PR professionals.

Photo Requests

News photo assignments are routed to the University Photographer through the PR office. Sports assignments are routed through the Sports Information Director, and other requests are submitted directly.

Social Media

JSU embraces social media channels and values the role they play in communicating information quickly and effectively. To assist those managing social media sites for the University and to inform the campus community of the appropriate official and personal use of social media as representatives of JSU, a separate social media policy and guidelines [\(V:03\)](#) has been established.

RESPONSIBILITY

The Office of University Advancement is responsible for this policy.

EVALUATION

The policy will be reviewed every two years.