

# Arkansas State University - Jonesboro

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**Effective Date: 07/01/91**

**Number: 06-15**

**Section: University Advancement**

**Subject: Responding to the News Media**

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The Office of University Communications must be alerted when university personnel are contacted or asked for comments by the news media regarding any news stories or issues that may have university implications.

The Office of University Communications will offer assistance or advice to any university faculty or staff employee who desires such in dealing with the news media. In general, all university personnel should be as cooperative as possible with news media representatives who call or visit seeking information. Queries from the news media involving university actions or policy should be referred to the most authoritative university official on a given matter. If in doubt as to who should respond, the caller should be referred to the Office of University Communications, which will either provide appropriate information or direct the question to the proper source for answers.

## **PERSONAL VIEWPOINTS VS OFFICIAL RESPONSES**

It is not the intent of the university or the Office of University Communications to suppress the flow of news and information from the university. However, when those who represent the university are asked by the news media for information or opinions, their professional association may invariably involve the university in the minds of the public. In that regard it is the university's right and responsibility to define the limits of its involvement.

Personal viewpoints often are sought by media representatives who want to "localize" a state, national or international development. University personnel are natural sources for this information, so they are contacted frequently. Statements of personal opinion about sensitive or controversial news developments, whether on campus or anywhere else in the world, should be clearly labeled as such.

Questions pertaining to the university's actions, policies, or records should be answered as courteously and efficiently as possible by the university official who is most authoritative on that subject.

Revised 6/30/13.