

Arkansas State University - Jonesboro

Effective Date: 07/01/93

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Section: University Advancement

Subject: Coordination of Public Communication Activities

An academic community is the source of much information and knowledge that should be shared with the general public. It is the policy for Arkansas State University to provide accurate and timely information on its wide range of student, faculty, staff and administrative activities which are determined to be newsworthy. Such a responsibility may best be served by observing these guidelines which have been adopted by the university to help carry out such a policy.

RESPONSIBILITIES

The release and distribution of public announcements concerning the university programs, policies, and activities must be coordinated through the Office of University Communications. Such coordination generally results in the most timely, accurate and effective distribution of public information. Faculty and staff members should consult in advance with the Office of University Communications concerning any information about university activities or records they will distribute to the public, or cause to be distributed, which may reflect on the university's mission, role or policies.

Confusion resulting from the release of public information often is caused by a lack of planning. Coordination and timing are very important. As soon as an event or development in a given academic or non-academic area is scheduled, the responsible person should take the time to plan the information aspect, along with other requirements of a particular program.

Planning can begin by contacting the Office of University Communications to outline the program and the information needs. The Office of University Communications has the responsibility for monitoring public communications policy and for assisting all units of the university in meeting their respective public communications needs.

Reviewed 06/24/13.