PUBLIC INFORMATION A025

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PURPOSE

To provide guidelines regarding the release of information concerning the University to the news media and general public.

POLICY

The President is the official spokesperson for the University on matters of policy and official action. In most cases, this authority is delegated to the Director of Media Relations for the Coral Gables and RSMAS campuses, and the Director of Public Relations at the Medical School.

The Director releases all information pertaining to controversies and emergencies, as well as routine events to which the news media has a reasonable claim. The University Relations office compiles, coordinates and disseminates information to the news media. The release to the news media of deliberations of employees, faculty and student boards, committees or councils must be through the University Relations office.

Employees should keep the University Relations office informed about newsworthy matters in their areas of responsibility. The Director of Media Relations decides in consultation with the persons involved and their supervisor, if appropriate, what information is to be released to the news media and in what manner. The University Relations office assists individuals or groups on campus in the preparation of news releases.

Unless given authority to do so, employees are advised not to speak to the news media concerning University affairs. Employees should be careful to state to the news media when remarks are made as an individual and not as an official spokesperson of the University.

PROCEDURE

Employees who are authorized to release information to the news media should follow the guidelines outlined below:

1. Ask the reporter’s name and the identity of the news media. If the request for information is reasonable, give the reporter full cooperation, making every effort to be accurate. If unsure that the information sought should be released, refer the reporter to the Director of Media Relations. Certain inquiries should be directed to the Department of University Relations. These include matters of University-wide concern policy, interdepartmental matters, or when the information has already been provided to the University Relations Office.
2. When comments are personal options, make it clear to the reporter that such comments are personal and do not represent the University’s position.
3. After releasing any information to the news media, the University Relations Office must be informed.

Questions regarding this policy should be directed to the Director of Media Relations.