



University of New Haven

Policy Title: Media Policy

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Effective: November 2023
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Responsible Office: Office of Marketing and Communications
Responsible Official: Senior Executive Director of Marketing and Communications

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Purpose and Scope

The University of New Haven’s ongoing relationship with the media is an invaluable asset. One of the University’s strategic goals is to strengthen the recognition and reputation of the University, its faculty, academic colleges and schools, and signature programs among reporters, producers, and editors so that the media helps to deliver the message of academic excellence and expertise on issues of importance.

Policy Sections

7200.1 Policy on Media Interviews

The Senior Executive Director of Marketing and Communications and their designee work with University of New Haven faculty, students, and administrators throughout their interactions with the media.

The Office of Marketing & Communications facilitates communication between the University and the media to generate positive and accurate news coverage. The office is the key point of contact between the University and the news media.



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Effective immediately, the following policy shall be required for non-faculty, administrative, managerial, professional, and support staff at the University of New Haven.

When contacted by the media, individuals in the positions listed above must inform the Office of Marketing & Communications so that the Office can follow up on the inquiry or with the media contact. Staff members should not agree to be interviewed until they have received permission from the Office of Marketing and Communications.

7200.2 Policy for Faculty

In the event that a reporter contacts you directly, please respond directly and as quickly as possible. Please ask for the reporter's name, telephone number, and affiliation and then pass that information to the media relations manager. The Office of Marketing and Communications will follow up with that individual to ensure you are properly credited and add the reporter's information to the University's database for future reference.

The media relations manager can talk with the reporter first if you prefer.

Note that it is important, when working with the media, to respond to requests quickly and succinctly. Rapid responses (within an hour or two) enhance the University's working relationships with the media. If you need to decline a request, a quick response is appreciated. Reporters often are under extremely tight deadlines, and a day's delay may mean the difference between favorable coverage and a lost opportunity.

If a reporter contacts you for official comment about the University or its policies, please ask for the person's name, telephone number, and affiliation so that the Office of Marketing & Communications can offer assistance and ensure that the University's official position is communicated clearly. Faculty may comment at any time on their own area of expertise, but they may not speak on behalf of the University.

That said, the University supports freedom of speech and the right of its employees to speak with the media.

7200.3 Promoting the University

We welcome the opportunity to work with all members of the campus community to



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promote the University. **Faculty, staff, and students should not contact the news media directly.**

7200.4 Press Releases

Press releases are reserved for newsworthy items about the University. If you would like the Office of Marketing & Communications to consider issuing a press release, please contact us three weeks in advance of an event.

If the item is not deemed newsworthy for external media, the Office of Marketing & Communications may include it on the University's website or use the information on social media. Some criteria the media use to determine if something is newsworthy include:

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- Human Interest – Does the story share something about the human experience? Does it put a human face on a concept, idea, or current event?
 - Impact – How does the story affect readers/listeners/viewers?
 - Prominence – Does the story include a well-known person, organization, or place?
 - Proximity – Is the story local? Can readers/listeners/viewers relate to it?
 - Timeliness – Is the story relevant today?
 - Unusual – Does the story relay an out-of-the-ordinary experience? Is this the first, last, or biggest?
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7200.5 During a Media Crisis or Other Institutional Issue

When faculty or staff members are asked to comment on an institutional question or issue related to the entire institution, the reporter must always be referred to the Senior Executive Director of Marketing and Communications.

In a crisis such as a lockdown, **NO EMPLOYEE OR STUDENT**, unless authorized by the University Police Department or the Office of Marketing & Communications, is authorized to use University-sponsored social media or email to communicate. Employees and students are also encouraged to limit posting on their personal social media channels during a crisis to prevent the spread of misinformation.



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7200.6 Contact Information

Requests for interviews, filming, and photography are handled by the Office of Marketing & Communications. Individuals or organizations requesting to interview University faculty, administrators, or students must first contact the Office of Marketing & Communications at (203) 932-7246 or email mediarelations@newhaven.edu.

Organizations or individuals requesting to photograph or film video on any University of New Haven campus must first contact the Office of Marketing & Communications at (203) 932-7246 or email mediarelations@newhaven.edu.

Requests for use of the University seal or any University logo are coordinated by the Office of Marketing & Communications at (203) 932-7210.

Organizations or individuals requesting to reprint a picture or article from an official University of New Haven publication must first contact the Office of Marketing & Communications at (203) 932-7246 or email mediarelations@newhaven.edu.

Requests for reprints of content or photography on the University of New Haven's website are coordinated by the web content team at webcontent@newhaven.edu.

Organizations or individuals with media requests regarding University of New Haven Charger Athletics must contact the Office of Athletics at newhavenchargers@newhaven.edu

FOR MORE INFORMATION:

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