

MEDIA INTERACTIONS POLICY

Section: Public Relations

Policy: University Housing staff may not make statements to the media as a representative of the department without proper authorization.

Purpose: The purpose of this policy is to outline staff members' authority to respond to requests for information by the media.

Scope: This policy applies to all University Housing staff and student organizations.

Procedure:

- I. Staff shall refer all media requests, including class projects, via email to the assistant to the vice president for Student Affairs - communications and digital engagement, who serves as the primary spokesperson for the Division of Student Affairs and its departments. Staff shall copy the executive director and senior public relations coordinator on emails regarding media referrals.
- II. Staff members and housing student organizations are not permitted to send editorials, speak to the media or provide media outlets with information using their title, housing organization name or under the name of University Housing unless the material is reviewed and approved by the executive director, senior PR coordinator and the assistant to the vice president for Student Affairs - communications and digital engagement.
- III. Professional staff members and housing student organizations are permitted to speak to the press regarding special programs occurring in their area/organization with approval by the executive director and assistant to the vice president for Student Affairs - communications and digital engagement. Undergraduate and graduate staff members are not permitted to speak to the press as a representative of the department.
- IV. All press releases to promote housing events and activities to media outlets should be written by the senior public relations coordinator in consultation with the assistant to the vice president for Student Affairs - communications and digital engagement.
- V. Any media outlet requesting information per an open records request should immediately be referred to the University's open records manager, Bob Taylor, at the Division of Marketing and Communications via email, ugaopenrecordsrequest@uga.edu or phone, 706-542-8090. The Division of Marketing and Communications, in consultation with the Office of Legal Affairs (when necessary), will evaluate the request for applicability under the law.

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