Utah Tech University Policy

147: Media

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I. Purpose

1.1   Policy 147 establishes the standards regarding Utah Tech University (hereinafter referred to as "University") Stakeholders' interactions with Members of the Media when representing the University in any capacity.

II. Scope

2.1   All University stakeholders including faculty, staff, administration, volunteers, alumni, and students are held to the expectations set forth in Policy 147.

III. Definitions

3.1   ***Crisis:*** An event or situation that may jeopardize the University's resources and ability to conduct business or have the potential to generate a negative public response.

3.2   ***Crisis Communication Team:*** a group chaired by the Chief Marketing & Communication Officer (or a delegate) and comprised of select members of the Incident Management Team that is responsible for gathering and disseminating available information pertinent to the Crisis.

3.3   ***Joint Information Center (JIC):*** A central location where personnel with public information responsibilities perform critical emergency information functions, Crisis communications, and public affairs functions.

3.4   ***Media:*** An outlet with the primary function of sharing information with a wide audience. Media includes but is not limited to traditional news sources such as newspapers, magazines, TV stations, radio stations, and websites and emerging Media such as social Media platforms and blogs.

3.5   ***Members of the Media***: Individuals working, paid or voluntarily, for news

agencies and outlets. Members of the Media include, but are not limited to print, online, and broadcast reporters, videographers, photographers, editors, and producers. Members of the Media may represent traditional or emerging news sources.

3.6 **Official Statement:** A comment made to the Media that carries the weight of the University as a whole and suggests that the University supports the stated position.

3.7 **Stakeholder:** University Stakeholders are faculty, staff, administration, volunteers, alumni, and students.

IV. Policy

4.1 All official Media releases of information and advertising representing the official position of the University given to professional Media outlets based off University premises will be arranged with and/or released through the University Marketing & Communication (UMAC) office.

4.2 President, members of President's Cabinet, Chief of University Police, the General Counsel's office, and members of the UMAC Public Relations team may communicate with the Media on behalf of the University without prior approval.

   4.2.1 University Stakeholders outside of those listed above may communicate with professional Media outlets based off University premises on behalf of the University upon the written approval of the Director of Public Relations.

4.3 University Stakeholders will coordinate with UMAC for guidance and support if contacted by the Media for commentary regarding University-related matters. University Stakeholders will take care to provide factually accurate commentary.

4.4 University Stakeholders, speaking as private citizens on matters of public concern, may identify themselves to the Media as a University Stakeholder, but will not hold themselves out to officially represent the University, any individual member of the University administration, or any official University organization. University Stakeholders will take care to not imply official or unofficial endorsement of or support for any position by the University, any individual member of the University administration, or any official University organization.

4.5 The University Marketing & Communication office has responsibility for ensuring a Crisis communication plan is established and followed. This

plan utilizes a balanced team of University individuals to ensure all pertinent information is shared with all vested parties and designates a Joint Information Center. The plan is available on the UMAC webpage, and is evaluated annually by the Crisis Communication Team for necessary changes.

V. References

5.1   The University's Crisis communication plan is available at umac.utahtech.edu.

5.2   University Policy 401: Emergency Management (EM)

5.3   Utah Valley University Policy 110: Contacting the Media

5.4   The University of Utah Crisis Communication Briefing Plan

5.5   Orange Coast College Emergency Communications Plan Joint Information Center

VI. Procedures-N/A

VII. Addenda

7.1   The release of information to the Media can be requested by filling out the Publicity Request Form at https://www.wrike.com/frontend/requestforms/index.html?token=eyJhY2NvdW50SWQiOjEyMDQxMTYsInRhc2tGb3JtSWQiOjI4MzAxNX0JNDczMjIwNjQ2MDAzOQk3ODUxNDE4NTUxYzQxNDY4YTMzNzYwMjVlMWMzNTdjZTE2OGQzNWE3NzVlYzA1YzQ0YzBlMGJkODhiZGJjMDJj.

Policy Owner: VP, Marketing and Communication
Policy Steward: Director of Public Relations

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