

Shawnee State University

AREA:	UNIVERSITY-WIDE POLICY	POLICY NO.:	5.11
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		EFFECTIVE DATE:	6 / 15 / 9 0
		RECOMMENDED BY:	President's Council
SUBJECT:	MEDIA INFORMATION	APPROVED BY:	

It is the policy of Shawnee State University to be a good neighbor in the community and to foster community and individual relationships in the most positive way. To achieve this goal, the University will share information whenever possible with the broader community in a timely and accurate manner. The Office of Development and Community Relations will be the official spokesperson for the University and will be the conduit for disseminating official University information, except in the case of athletics, which will be handled through the Athletic Office.

1.0 Guidelines for Coordinating the Dissemination of University Information to the Media

- 1.1 The Assistant Director of Public Relations, working with the Director of Development and Community Relations, who reports directly to the President, will coordinate news releases, press conferences, public service announcements, media kits, etc.
- 1.2 Official University information will be sent from only the Office of Development and Community Relations.
- 1.3 Anyone within the University community--i.e., administrators, faculty; staff, or students--shall release official information and University events to the media only with the knowledge and assistance of the President or the Office of Development and Community Relations.

Examples of information typically released include but are not limited to the following:

- announcements of events new employee information
- academic information on programs, divisions, academic units
- official general news items

2.0 Guidelines for Disseminating Individual Information

Individuals within the institution are encouraged to disseminate private or personal information through the Office of Development and Community Relations, which provides them with broader and more certain media access than individual efforts at publicity.

2.0 (Continued)

Examples of information typically released include but are not limited to the following:

- scholarly achievements professional honors and awards individual accomplishments

3.0 News Gathering

3.1 Individual News

The Office of Development and Community Relations encourages faculty and staff to inform the Assistant Director of any activities that may be considered noteworthy so that the information can be shared with the public. Information about travel, honors, publishing, offices held in professional organizations, and other accomplishments is newsworthy and serves to promote the individual involved as well as the University.

3.2 Program News

Each dean, division chairperson, and program director is encouraged to inform the Assistant Director about accomplishments within the administrative unit so as to promote the program, its faculty, staff; students, and the University.

4.0 Emergency Information

News of school closing due to weather emergency or other causes or conditions will be disseminated under the direction of the Provost.

5.0 Sensitive Information

It is the policy of Shawnee State University to share all information concerning the University, even that which may be considered sensitive. Sensitive information will be discussed with the President, however, prior to being disseminated by the Assistant Director of Public Relations.