

## UST MEDIA PROCEDURES

### I. Introduction

The purpose of these procedures is to define who may speak on behalf of University of St. Thomas to the news media, in addition to explaining the role faculty and staff members can play in promoting the University in the news media by giving interviews about their areas of expertise and publishing commentary in their field.

University communications with the news media are managed by the Division of PR and Communications within the Marketing Department, which serves as a liaison between the University and the public and is responsible for a broad range of editorial, marketing, publications and other public relations functions. This ensures a singular and consistent University voice and message. The Division of PR and Communications serves as a primary contact point for media who are looking for University experts to comment on issues for news stories.

### II. Definitions

**A. News Media** mean entities or mechanisms for delivering news to the general public or to a targeted audience. News Media include but are not limited to: newspapers; magazines or journals; television or radio stations or networks; and online media, including Social Media.

**B. University Experts:** Faculty and staff who have agreed to be available to discuss their areas of expertise with the news media. Those faculty and staff members may be listed on the [University of St. Thomas website](#).

**C. University Spokesperson:** Individuals designated to convey information about the University, including crisis communication response, to the news media. The External Vice President of PR and Communications and the Chief Marketing Officer are the designated University spokesperson, unless others have been designated to speak to the media.

### III. Requirements

#### A. Speaking to the News Media on Behalf of the University

The Division of PR and Communications within the Marketing Department is the only authorized spokesperson for the University. In the event another member of the campus community would be a more appropriate spokesperson on specific campus matters, the Chief Marketing Officer will designate another faculty or staff member to speak to the media on a case-by-case basis. In the event the Division of PR and Communications within the Marketing Department is unavailable, the Chief Marketing Officer will work with University leadership to designate another spokesperson.

## B. Invitations to the News Media to come to Campus

The Division of PR and Communications within the Marketing Department must approve the invitation of any member of the News Media at a University event and must give approval for any member of the media to be present on campus. If an uninvited member of the News Media is on campus without approval, call the Department of Public Safety at 713-525-3888 or [police@stthom.edu](mailto:police@stthom.edu).

## C. Speaking on an Individual's Specific Area of Expertise

### 1. University Experts

Faculty and staff members are actively encouraged to provide commentary to the news media on their areas of expertise in print and multimedia platforms. The Division of PR and Communications within the Marketing Department monitors news and provides the media with tip sheets, including University expertise available for commentary.

While the Division of PR and Communications within the Marketing Department serves as the primary contact point for media who are looking for University expert commentary, those listed on the [University of St. Thomas website](#) are permitted to speak directly to media. Faculty and staff members nevertheless should inform the Division of PR and Communications about an interview at the time it is scheduled and share the news clip with the office.

Media requests can be emailed to [media@stthom.edu](mailto:media@stthom.edu)

The office also is able to assist in pitching faculty and staff members' editorials to print and digital publications. If possible, faculty and staff members publishing media commentary

or editorials should inform the Division of PR and Communications of the publication and, if possible, send the published text to [media@stthom.edu](mailto:media@stthom.edu)

## 2. Individuals not Designated as University Experts

Faculty and staff members who are not designated as University Experts on the [University of St. Thomas website](#) and who are contacted by the media should always consult with the Division of PR and Communications before agreeing to an interview on behalf of the University. If a request is made about University matters, it should be directed to [media@stthom.edu](mailto:media@stthom.edu).