

# Augusta University

## Policy Library

### Mass Communication and News Media Policy

**Policy Owner: University Communications**

#### **POLICY STATEMENT**

The Office of Communications and Marketing provides assistance and counsel for all communications and news media needs of Augusta University and AU Health System to support our teaching, research, health care and service mission. The Office of Communications & Marketing serves as the primary liaison between the Augusta University community and the media, assisting representatives of print, broadcast and online media in locating sources of information on campus and providing information of public and media interest in a professionally prepared format.

**External News:** The Office of Communications & Marketing is responsible for disseminating all news releases, media advisories and other information about Augusta University to media outlets and will otherwise make all media contacts for the university and health system. Any questions regarding media contacts or coverage should be directed to the Director of Media Relations. Written communications with media must conform to AP style and accepted journalistic standards. The Office of Communications & Marketing will review publications and Web content for appropriate news, newsworthiness and/or design standards and work with areas on revisions or concerns.

**Major News Stories:** News of major importance must be identified by communicators and/or deans/senior administrators and planned in conjunction with the Office of Communications & Marketing well in advance (embargoes can be established or confidentiality assured for sensitive topics or when external partners are involved) so that senior administrators can be included, informed, and quoted as needed, and informed and announcements planned for major impact. Communicators within colleges/units may NOT send information, or releases, separately to media, as duplication and confusion, and sometimes, outright error, can result. However, the Office of Communications & Marketing will inform the communicators of specific colleges, schools and areas of opportunities and work with them to coordinate news opportunities.

**News Releases:** Externally targeted news releases must route through the Office of Communications & Marketing. As the central resource and primary contact with the media, the Office of Communications & Marketing reserves the right to edit news items for newsworthiness and style requirements.

**News Media on Campus:** A Media Relations staff member or an employee designated by the Office of Communications & Marketing must accompany any news media representatives on our premises.

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**Office of Compliance and Enterprise Risk Management Use Only**

**Policy No.:** 499

**Policy Sponsor:** Type the title of the Executive Leader of the department.

**Originally Issued:** Not Set

**Last Revision:** 10/25/2016

**Last Review:** 06/13/2017

**Public Information/Open Records:** We comply with all applicable federal and state laws and regulations regarding the retention and release of personal and/or educational records of all employees, patients and students. Any such requests for information should immediately be reported to the Office of Legal Affairs.

**Incidents or Sensitive Issues:** Incidents or stories that may lead to negative perception or publicity must be conveyed to the Office of Communications & Marketing as soon as possible so facts can be gathered and timely responses can be made (also see crisis communications in this policy document).

**Responding to Media Inquiries:** The SVP for Communications & Marketing serves as the official spokesperson for the university and health system. In addition, the Director of Media Relations also serves as an official media spokesperson for the university and health system. Media interviews must be arranged through the Office of Communications & Marketing due to the deadlines required by the media. This ensures that we not only serve as a valuable information source, but also meet media deadlines for stories delivering excellent service in support of the working press.

The purpose of this policy is to develop, using mass communications, public understanding of Georgia Regent's programs, activities and events. This policy has been established to describe our position with respect to interacting with news media representatives.

## AFFECTED STAKEHOLDERS

*Indicate all entities and persons within the Enterprise that are affected by this policy:*

- Alumni       Faculty       Graduate Students       Health Professional Students  
 Staff       Undergraduate Students       Vendors/Contractors       Visitors  
 Other:

## DEFINITIONS

- **media** – representatives of newspapers, magazines, newsletters, online publications, television, and radio
- **news releases** – communications designed to promote inclusion of information pertaining to Augusta University or AU Health System in media

## PROCESS & PROCEDURES

- *Process & procedures for communications & marketing activities: [gru.edu/ocm/howto](http://gru.edu/ocm/howto)*

## REFERENCES & SUPPORTING DOCUMENTS

- *Identity standards: [gru.edu/ocm/standards](http://gru.edu/ocm/standards)*

## RELATED POLICIES

Intentionally left blank.

## APPROVED BY:

President, Augusta University and CEO, AU Health System      Date: 06/13/2017