



Policy Directory

Responsible Division: Institutional Advancement
Responsible Office: Marketing and Communication
Issue/Revision Date: 12/01/2017

News Media Relations

Policy:

This policy was established to describe Alcorn's position with respect to interacting with news media representatives. For the purpose of this policy, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television, and radio.

University Practice: The Division of Institutional Advancement trains all employees approved to interact with media and develops guidelines to assist designees.

Scope of Policy: An employee or department that seeks to publicize a program, event, or achievement should contact the Division of Institutional Advancement. The Marketing and Communication Office has access to numerous news media contacts and will work with employees to coordinate publicity or visibility for programs, events, or newsworthy issues covered by this policy.

It is the responsibility of the Division of Institutional Advancement to initiate and/or respond to news media requests and to manage those interactions. When an employee or department is contacted by the news media, he/she is to notify the Marketing and Communication Office immediately.

While on university property, news media representatives should, if necessary and appropriate, be accompanied by a Marketing and Communication staff member or a university employee designated by the Division of Institutional Advancement.

To gain access to the residence halls, news media representatives must be accompanied by a Marketing and Communication staff member or a university employee designated by the Division of Institutional Advancement.

Alcorn State University complies with all applicable federal and state laws regarding the retention and release of personal and/or educational records of all current employees and students.

If an event attracts news media interest, all press releases and statements to the news media will be routed through and disseminated by the Division of Institutional Advancement. It is the responsibility of each department head to implement procedures to comply with this policy.

Alcorn obtains authorization from those whose photographs are taken with the intent to publicize the university. Their consent allows the university to incorporate these photographs in situations appropriate to the image of an academic institution including release to the news media, to publish likenesses in Alcorn's publications, on its Website, in videos, on CDs, or in other recruitment or promotional materials including paid advertising.