

# Saint Joseph's College

## Policy Guidebook

### Human Resources

Section Name: Work Rules

Section Number: 5.21

Effective Date: 7/1/2020

#### **SUBJECT: Media Relations**

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#### **Purpose:**

To maintain consistent and accurate information about the college by directing all media inquiries to the Brand Studio office.

#### **Applicable to:**

All Faculty & Staff

#### **Policy:**

The Brand Studio office of Saint Joseph's College coordinates media relations activities for the College and acts as the official news source and the principal contact for all official College-related communications between Saint Joseph's College and any media representative. Only individuals specifically authorized to do so will publicly speak on behalf of the College. Faculty members contacted by the media for input as subject matter experts (SME), not about College business, may continue the practice of responding to the SME requests. It is the responsibility of the faculty member to notify the Brand Studio office of the media contact for administrative purposes.

#### **Procedure:**

If you are contacted by a member of the media or would like to publicize an event or activity related to the College, please contact the Brand Studio office before providing any quotes or materials to the media. The Brand Studio office must be notified of all potentially sensitive, contentious or controversial media inquiries with respect to Saint Joseph's College activities.

Media relations and the distribution of information for the Saint Joseph's College Athletic programs are managed by the Sports Information Director.