



Standard Administrative Policy and Procedure

Subject: Official University Communications

Number:

I. PURPOSE

As a public institution of higher learning, the University of Wyoming has a responsibility and a commitment to disseminate information about its programs and activities, and to be responsive to media inquiries. Media coverage of the University's activities is one way the institution can receive positive visibility and support, while the University's prompt, fair and accurate public response to challenging issues can reassure its constituents and the general public. This policy defines the process for the release of official information to ensure that positions and statements of the University are represented accurately and consistently. It details how information about the University is announced to the public, the role of Institutional Marketing and Communications, and each employee's responsibility in the release of official information about the University or its positions. All units of the University are expected to follow this policy.

II. POLICY

Institutional Marketing and Communications is the only office through which official University announcements, activities and statements may be communicated to the general public. This includes:

- A. Proactively obtaining coverage in the news media through press releases and other means.
- B. Releasing information about emergencies, crimes, controversies, official positions on issues involving the University and other events to which the media have reasonable claim.
- C. Linking faculty or staff with reporters seeking their expertise.

All media contacts for official University information or expertise, including interview requests, must be directed to Institutional Marketing and Communications, which will coordinate the University's response with appropriate administrators or employees.

All units seeking media coverage for events and activities will contact Institutional Marketing and Communications, which will analyze each request and define the strategy it believes will be most effective in achieving the desired goal on behalf of the University. Requests for routine coverage should reach the office at least two weeks before the date on which initial media contact or release might be made.

Individuals who talk with the media as officials of the University, or as faculty or staff representing their responsibilities through the University, will work with Institutional Marketing and Communications in advance. In rare instances when this is not possible, they will notify Institutional Marketing and Communications of the contact so the office can track the results. Faculty or staff who are contacted directly by the media to comment on issues pertaining to their area of expertise, but unrelated to specific activities of the University of Wyoming may comment without advance notice to Institutional Marketing and Communications, but should make the office aware of the contact.

All University employees who engage in contact with the media shall review the University's Guidelines for Working with the Media, which is available at <http://www.uwyo.edu/publicrelations/communications/guidelines-media.html>. Institutional Marketing and Communications representatives will be available at all times to consult with administrators, faculty and staff about the most effective ways to work with the media.

Specific protocols have been identified for crafting and distributing sensitive public statements. These must be followed to ensure appropriate review and approval prior to distribution.

Exceptions to this policy include the Department of Intercollegiate Athletics, which manages media relations through its Media Relations Office, and select other offices identified by Institutional Marketing and Communications. However, Institutional Marketing and Communications will be consulted regarding responses to all significant issues that have the potential to reflect upon the image of the University.

Nothing in this policy is intended to affect the responsibility of faculty members for their scholarly publications and personal involvement in community activities; nor is it intended to affect individual employees' rights to express personal views about University or non-University issues, as long as they make it clear that they do so as individuals and do not represent the official position of the University, either directly or indirectly.

Responsible Division/Unit: Institutional Marketing and Communications

Source:

Links: <http://www.uwyo.edu/regs-policies>

Associated Regulations, Policies, and Forms:

Approved: