


<b>Effective Date</b>		<b>Date of Revision</b>			<b>Policies, Rules And Regulations</b>
12-2-03					
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<b>Issue</b>					
UNIVERSITY COMMUNICATIONS					

### **UNIVERSITY POLICY STATEMENT**

It is University policy that all external communications regarding official University business with the news media via official university news releases, phone contacts and computer, fax or e-mail transmissions, will be issued through the University Communications Office. The Sports Information Office will issue releases relating to University athletics.

### **UNIVERSITY PRACTICE**

University Communications serves as the liaison between the University and the local and national news media: newspapers, radio and television stations, magazines, specialty publications and wire services. The staff initiates and assists news coverage of University events, provides media training, schedules press conferences and consults with individuals and departments regarding news opportunities. University Communications also manages the University's internal communications program and maintains the University Calendar. The Director for University Communications serves as Official Spokesperson for the University.

### **RESPONSIBILITY FOR IMPLEMENTATION**

The executive director for university marketing and communications is responsible for administering this policy.

### **SCOPE OF POLICY COVERAGE**

This policy applies to all University employees.

### **Authority for Creation or Revision**

Minutes of the Board of Regents: December 2, 2003, para. .6194M.