



Policy: Media Inquiries	Policy No: I-5.3
Policy Owner(s): Human Resources	Original Date: 1/1/2003
Last Revised Date: 8/10/2015	Approved Date: 5/13/2016

- I. **POLICY:** Media requests for information related to any John Carroll University related matter including its activities, programs, students, employees or other representatives should be referred to the Office of Media Relations.

- II. **PURPOSE:** To ensure that communications about the University to the media (i.e. newspapers, television, radio, periodicals, websites, etc.) are accurate, consistent, and in line with applicable University policies, and to facilitate interactions between the media and the University.

- III. **SCOPE:** All employees of John Carroll University.

- IV. **PROCEDURES:**
 - A. The Office of Media Relations, a department of the University Advancement Division and Integrated Marketing and Communications, exists to help increase public awareness of John Carroll University and to provide a single point-of-contact for media questions and requests..
 - B. All inquiries from the media should be referred to the Office of Media Relations.
 - C. The appropriate representative from the Office of Media Relations will investigate the media request in order to determine whether confidentiality issues exists and contact the appropriate persons on campus to obtain information and respond to the reporter.
 - D. Any employee contacted by the media to speak on a topic about the University should contact the Office of Media Relations. The appropriate representative in Media Relations will help prepare the employee for questions if appropriate.
 - E. For media requests concerning issues not related to a University matter, if the employees will be affiliated with the University in media coverage, the individual should contact the Office of Media Relations prior to providing an interview or indicate to the media representative

that they are speaking as an individual and not as an employee affiliated with the University.

- F. Employees, speaking in their role as members of a learned profession, should be accurate, exercise appropriate restraint, and show respect for others. They should make every effort to indicate that they are not speaking on behalf of or for John Carroll University. Employees should regard the Office of Media Relations as a resource to help them communicate with the media.
- G. Employees must contact the Office of Media Relations prior to inviting any media representative onto University property, unless a specific faculty member has granted a media representative permission to visit his or her classroom for special events.
- H. Uninvited media representatives must contact the Office of Media Relations prior to entering University property.