

Memo to: All UH-Downtown/PS Holders
From: Manuel T. Pacheco, President
Subject: Release of Public Information & Advertising

UH-Downtown/PS 09.B.02
Issue No. 5
Effective date: 10/16/95
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1. PURPOSE

This PS states the university policy and procedures on release to news media of information related to the university. The release of information in student records is not contained in this PS.

2. POLICY/PROCEDURES

The office of university relations is officially designated as the university liaison with all news media and is responsible for planning, coordinating, and executing a program of media relations for the institution. Official contact with the media is made in coordination with this office. The following procedures have been developed to help the office of university relations provide assistance to faculty and staff members and student organizations.

2.1 Faculty, staff, and students contact the office of university relations at least three weeks in advance of significant announcements which may have media interest or involve groups outside the university.

2.2 If administration, faculty, and staff members desire publicity on publications or speeches, they provide the office of university relations with a copy or abstract of articles that have been accepted for publication or speeches that will be presented before off-campus groups.

2.3 If approached by a representative of the media, faculty and staff members respond appropriately and provide a summary of the encounter to the office of university relations.

2.4 Any faculty or staff member who observes media representatives working on the campus notifies the office of university relations so its staff may offer assistance.

2.5 Advertising placed on behalf of the university, including recruiting for vacant positions, is reviewed for style and format by the office of university relations before being placed. Advertising for vacant positions and other classified advertising is placed by personnel services after review by the office of university relations. Other display advertising is placed by the office of university relations.

2.6 Audiovisual productions that are to be shown off campus--other than those used for instructional purposes--are reviewed by the office of university relations before commitment for the showing is made.

2.7 Promotional materials that are to be distributed off campus are reviewed by the office of university relations prior to publication.

2.8 In the event of any emergency involving university personnel or facilities, the president or a vice president or dean of student affairs is notified immediately. If media interest is anticipated, that administrator in turn notifies the director of university relations or his representative.

3. REVIEW AND RESPONSIBILITIES

Responsible Party (Reviewer): Director of University Relations

Review: As needed

Reprint of original policy statement. Signed original on file in the President's Office.