

Media Policies

A.T. Still University (ATSU) attracts considerable interest from local and national media. Media attention has the potential to enhance, as well as detract from, the overall reputation of the university. It is important, therefore, to manage the university's engagement with the media positively, constructively, and professionally.

It is also important for faculty, staff, and students to share an understanding of, and commitment to, the policies that have been developed for the positive management of media relations for ATSU.

ATSU's media policies set the principles that guide the university's approach to media relations and the procedures for coordinating and managing media relations. The outlined policies are essential for both campus security and media hospitality.

SECTION 1.0 – MEDIA INFORMATION

A.T. Still University welcomes coverage from both the local and national media and will do its best to make visits as accommodating and informative as possible.

1.1 – Media guidelines

- Media are free to come and go from campus, as long as they first contact ATSU's Communication & Marketing Department (C&M), obey campus parking guidelines, and follow on-campus regulations.
- If the media are arriving for a scheduled event (i.e., press conference or speaker), they should first check in with C&M for the latest information.
- If the media are arriving for an event that is previously announced by a news release, contact C&M with your arrival so they can make sure any needs are taken care of.
- Press credentials **MUST** be worn on campus at all times.
- Members of the media **MAY NOT**, for any reason, disrupt classes, clinics, or scheduled activities without prior permission from C&M.
- ATSU is a private institution with its own rules and regulations. Contact C&M any questions, comments, or concerns.

1.2 – Photography, video, and audio

- We encourage the media to take photos and video footage on campus. However, if the footage is for profit, or to endorse an opinion or political statement, C&M must approve its use.

- Members of the media should not attempt to enter classes, campus residences, or workplaces for filming purposes without first gaining consent from C&M. C&M staff should be present to help facilitate filming or interviews. For inquiries about photo, video, and audio opportunities, contact C&M.

1.3 – Press conferences

- ATSU may find it necessary to hold a press conference to address the media on a pressing matter or event. Press conferences on the Missouri campus will be held in Centennial Commons in Kirksville, Mo. Press conferences on the Arizona campus will be held in Saguaro A&B classrooms in Mesa, Ariz. These locations may change at the discretion of the university president.

1.4 – General information

- Any information including, but not limited to, text, photos, audio, or video that is sent to the media by ATSU official spokespeople or C&M may be used in any media publication.
- Any information derived from any faculty, student, or staff member of ATSU by either direct quote or through social media does not necessarily reflect the views and opinions of ATSU.
- Contact C&M to be added to the distribution list of media that receive information regarding ATSU and press releases.

1.5 – Emergencies and exceptions

- All media policies are subject to change and/or revision at any time without notice. If you have questions regarding any such changes, contact C&M.
- Sometimes, a crisis may occur that will alter our communication plan. In times of crisis, the university president will serve as the institution’s spokesperson. Contact C&M in all ATSU emergency situations.

SECTION 2.0 – FACULTY, STAFF, AND STUDENT INFORMATION

Faculty, staff, and students should remember that they represent ATSU and that their behavior and comments reflect on the university and themselves both positively and negatively.

2.1 – Guidelines

- ATSU faculty, staff, and students are free to accept or turn down any request for information by the media, but are asked to do so politely and keep the interest of the

university in mind. Remember to return a reporter's phone calls, even if to turn down an interview. If contacted by the media, contact C&M to advise them of the request.

- ATSU faculty, staff, and students are prohibited from discussing legal issues, personnel issues, or issues related to a campus crisis or emergency. All questions regarding these matters need to be directed to C&M.
- ATSU faculty, staff, and students are prohibited from discussing information included in HIPAA and FERPA, including personal information about students or workers. All questions regarding these matters should be directed to C&M.
- ATSU faculty, staff, and students are advised to refrain from speculation or gossip in order to answer a question. Such comments not only may reflect badly on the university, but also may reflect poorly on and/or cause unintended and negative ramifications for the individual speaking out.
- ATSU faculty, staff, and students must make it clear to the media that they are speaking as private individuals and not as members of ATSU when discussing or writing about matters outside their areas of work. The use of university position titles, letterhead, or postal addresses is prohibited in this context.
- If ATSU faculty, staff, and students host, or would like to host, an event where the media may wish to visit, contact C&M. C&M can formally invite and facilitate their visit.

2.2 – Interviewing procedures

- ATSU faculty, staff, and students are reminded that anything they say can be quoted, even if they attempt to speak “off the record.”
- ATSU faculty, staff, and students are strongly advised to avoid answering questions with “no comment.” Those who are unsure of how to answer an inquiry should direct the reporter to someone who can or to C&M.
- ATSU faculty, staff, and students are asked that once they have made contact with the media to notify C&M so further coverage can be monitored.
- ATSU faculty, staff, and students are reminded that C&M can work with them to ensure that any requested information is presented in the easiest, most effective, and accurate way to the media contacts. A reporter will rarely run the story by a source before it is printed but may fact-check for accuracy. To better interact and have a more meaningful, effective interview with reporters or writers, contact C&M for specific guidelines or to set up a training session.

SECTION 3.0 – PRESS RELEASES

If students, faculty, and staff have news that they feel would be beneficial to share with the media, the best way to get the word out is through C&M. We keep an updated list of media contacts on file and

can easily insert your information into a news release template that keeps the ATSU image consistent and alerts the media to official ATSU news.

3.1 – Guidelines

- When you have information to release to the public, contact C&M with your request, and we will fill out a work order for you. From there, someone in the department will contact you for more information, including details for the release and possible quotes.
- Once the release has been written, C&M will verify facts with you before sending it out to our list of contacts and posting it online. Remember that not every media outlet will pick up your story, but working with C&M gives it a much higher chance of it getting placed.

SECTION 4.0 – SOCIAL MEDIA

4.1 – Defining social media

- Social media includes but is not limited to: Facebook, YouTube, Twitter, blogs, webinars, teleconferences, *iconnect*, forums, comment pages, or any other web-based media or information outlet.

4.2 – Faculty, staff, and student guidelines

- All information under SECTION 2.0 FACULTY, STAFF, AND STUDENT INFORMATION applies to Social Media.
- ATSU faculty, staff, and students are advised that any information, including but not limited to, text, photos, audio, and video, divulged through any social media outlet, reflects on you and ATSU. Use caution when sharing this information to limit personal and university liability.
- Social media activities should not interfere with work commitments.
- Respect copyright laws and reference or cite sources appropriately. Plagiarism rules apply online as well.
- NEVER release confidential or false information about ATSU, faculty, staff, or students.

SECTION 5.0 – EMERGENCIES

5.1 – General procedures

- Campus security is responsible for notifying C&M of any serious security issue or emergency that occurs at the university.
- C&M, in consultation with the university president and relevant staff, is responsible for releasing information to the media about an emergency situation.

- See individual sections for specific emergency information.

SECTION 6.0 – OFFICIAL CONTACT INFORMATION

6.1 – ATSU Communications & Marketing

- Reach us by phone at 660.626.2272 in Missouri or 480.245.6265 in Arizona.
- Reach us by email at communications@atsu.edu.
- Media coordinator on the Missouri campus is Lee Cashatt. She may be reached by email at lcashatt@atsu.edu or by phone at 660.626.2541.
- Media coordinator on the Arizona campus is Michelle Fiore. She may be contacted by email at mfiore@atsu.edu or by phone at 480.219.6140.

6.2 – Official university spokespeople

- President Jack Magruder is the official university spokesperson and the spokesperson for the Missouri campus. Ted Wendel, Ph.D., is the official spokesperson for the Arizona campus.
- The spokesperson is your official source of information should a major event or crisis occur. The contact will handle dissemination of information under normal circumstances. Contact C&M to reach university spokespeople.

6.3 – Emergency university spokespeople

- In times of crisis, President Jack Magruder will serve as the spokesperson for the university and will disseminate key information to the deans, as well as to the ATSU Board of Trustees. Contact C&M to reach university spokespeople.
- If the crisis occurs in Arizona, Ted Wendel, Ph.D., will serve as the spokesperson and relay this information to the president. Contact C&M to reach university spokespeople.
- If the crisis concerns individual students or on-campus residences in Kirksville, Ron Gaber, Ed.S., dean of student affairs, will serve as spokesperson. In Arizona, Beth Poppre, M.Ed., will fulfill the same role of spokesperson. Contact C&M to reach university spokespeople.

Special thanks to The University of Waikato and The University of Missouri-Columbia for sharing their media policies.

Responsibility for policy: *A.T. Still University, Communication & Marketing*

Approving authority: *A.T. Still University President's Office*

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