



Saint Xavier

UNIVERSITY

[www.sxu.edu](http://www.sxu.edu)

MEDIA POLICY

# SAINT XAVIER UNIVERSITY MEDIA POLICY

The Saint Xavier University (SXU) Office of Media Relations publicizes institutional news and developments; faculty and student engagements and achievements; matters involving the president and administration; special accomplishments; programs; events and activities; and other news related to the activities of the campus community.

This University-wide policy is designed to help enhance and protect the Saint Xavier University brand and reputation through strategic media relations efforts. For the purpose of this policy, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television and radio.

## PROACTIVE MEDIA RELATIONS

If University faculty or staff members are interested in generating media coverage about a program, event or achievement, please contact the Office of Media Relations at [newsroom@sxu.edu](mailto:newsroom@sxu.edu). The Office of Media Relations has access to local, regional and national news media contacts and will work with faculty and staff to coordinate publicity or visibility for programs, events or newsworthy issues. Priority projects include those which promote and connect the University, its mission and programs with media and other relevant communities.

The Office of Media Relations should be notified about noteworthy or negative occurrences involving the University, its employees, students, alumni, parents or donors that are likely to rise to the level of a news story.

## REACTIVE MEDIA RELATIONS

The Office of Media Relations frequently initiates and/or responds to news media requests. Only the president or a designee may speak for the University.

The University endorses the "1940 AAUP Statement of Principles on Academic Freedom and Tenure" that states: "When faculty speak or write as citizens, they should be free from institutional censorship or discipline but...should make every effort to indicate that they are not speaking for the institution." Inclusively, this applies to all SXU employees. Employees – current and former, full time and part time – who do speak to the media should explain to the media that they do not speak for the University. While offering a disclaimer to media is not always possible, avoiding a proactive claim of speaking for the University is mandatory for all employees.

If an employee speaks to the news media, employees are encouraged to notify the Office of Media Relations with the publication/station name, reporter's name and contact information, and the nature of the interview/conversation to ensure we are able to maintain relationships with the media and monitor the story.

However, if you are contacted directly by the media and wish not to speak to them, please refer them to the Office of Media Relations at [newsroom@sxu.edu](mailto:newsroom@sxu.edu).

A University employee seeking guidance or interview training may contact the Office of Media Relations at [newsroom@sxu.edu](mailto:newsroom@sxu.edu).

Those who partake as a thought leader on behalf of Saint Xavier University are to adhere to the SXU brand only and are not permitted to speak on the behalf of other institutions. This applies to all members of the Saint Xavier University community.

Saint Xavier University complies with all applicable federal and state laws regarding the retention and release of personal and/or educational records of all current staff and students.

If an event attracts news media interest, press releases and statements to the news media will be routed through, approved and disseminated by the Office of Media Relations. Under no circumstances should information pertaining to a case that is in litigation be discussed publicly without prior approval of the University Executive Leadership Team, which serves the Office of the President.

# SAINT XAVIER UNIVERSITY MEDIA POLICY

## MEDIA ACCESS

Saint Xavier University is an open campus for visitors; however, access to campus facilities for media requires prior approval from the Office of Media Relations or the director of sports information for athletics. This includes: campus buildings, athletic facilities, residence halls and other buildings or properties on campus or owned by Saint Xavier University.

News media representatives do not need permission to be on public streets adjacent to Saint Xavier University. However, if they are on campus without prior approval, Public Safety may be contacted and the news media representatives may be asked to leave.

Still or video images of campus features may not be used for commercial or promotional purposes outside of scheduled news coverage without approval from the Office of Media Relations. All news media photography and videotaping is permitted on campus only if accompanied by a member of the Media Relations staff.

Under no circumstances is video or photography allowed in McDonough Chapel Mother of Mercy. Any news media representatives interested in taking videos or photographs of the Chapel can do so only if permitted by the Mercy Ministry Center Office Manager and when liturgical or sacred services are not taking place.

News or press conferences should be scheduled and announced only through the Office of Media Relations in conjunction with the Office of Special Events.

## CRISIS COMMUNICATIONS

In the event of an emergency, the University's Public Safety will issue and send alerts through the Rave Emergency Notification System. Following the initial communication messages, the associate vice president of Strategic Marketing and Communication in conjunction with the manager of Media Relations will work with members of the Emergency Response Team to gather information and coordinate distribution to University faculty, staff, students and the local community. Together, they will:

- Prepare and issue official statements regarding University operations to the media.
- Compose and distribute email notifications to the University community.
- Work with the web team to provide emergency updates on the SXU website and social media platforms (Facebook, Twitter and Instagram).

In the event of a major crisis on or off campus, it is essential that accurate information is disseminated and all inquiries are routed to the appropriate sources. The priority will be on maintaining timely and open communications with the media, providing complete and accurate information that has been confirmed about the emergency situation and the University's response to the crisis at hand.

In a campus emergency faculty, staff and students reserve the right not to speak with or participate in media coverage during or following a campus emergency. The media has access only to the public areas, which are identified as parking lots 1, 7, 10 and 11 and Deaton Memorial Field and Stadium. Any situations where individuals feel a reporter has abused their rights should be reported to the Office of Media Relations.

A communication information center may also be established if a high volume of incoming phone calls are expected.

For more information on University Relations emergency protocol, please visit online.