

3364-45-01 Media relations.

Policy statement

The university of Toledo strives to be as cooperative as possible in responding to requests for information from the media. A positive relationship with the media can help educate the public, increase donor support and enhance the university's reputation in the community and around the country.

While faculty and staff are encouraged to respond to appropriate questions from the media relating to their areas of expertise, the responsibility of transmitting official statements concerning the university and/or its hospitals is restricted to the office of university marketing and communications ~~as directed by the senior director for university communications or the vice president for enrollment, or the associate vice president for marketing and communications.~~

The office of university marketing and communications is responsible for media relations, and its staff is available to provide public relations counsel to members of the administration, faculty and staff. The office also provides media training ~~workshops~~ for individuals to become better prepared and more comfortable as university spokespeople being interviewed.

Faculty and staff are asked to keep the office of university marketing and communications informed about contacts from the media and interviews conducted. Whenever possible, advanced notice enables the office to provide assistance prior to and during the interview.

Anyone who has questions regarding the media is encouraged to contact the office of university marketing and communications at 419-530-2675299.

Effective: 9/8/2020

CERTIFIED ELECTRONICALLY

Certification

08/27/2020

Date

Promulgated Under: 111.15
Statutory Authority: 3364
Rule Amplifies: 3364
Prior Effective Dates: 04/20/2020