

Park University *Media Guide*



Park University realizes the benefit to maintain good working relationships with the various media relations organizations that serve the community. The relationship established with media must be based on mutual trust and respect. Effective media affiliations can help to further the University's image, reputation and to distribute University news in the community.

The below guidelines will be used to assist in developing and maintaining these important relationships:

Inquiries from the Media

Requested factual or opinion content

The communication office is responsible for serving as the central contact for all media inquiries. The communications staff can and does frequently handle direct inquiries. In some instances, the communication office personnel will serve as a resource center for connecting the journalist with the appropriate Park personnel who will be asked to serve as an expert resource.

Requested Interviews

It is further the responsibility of the communication office staff to coordinate requests for interviews with Park University faculty and staff. The media credentials of the reporter will be verified and the scope of the requested interview will be discussed with the journalist.

The communication staff will determine the appropriateness of the interview request and will recommend an interviewee. The journalist and the communications staff will work together to determine the course of action for the requested interview. The communications office personnel will communicate and coordinate with the interviewee the shared subject matter in advance of the interview.

In some instances, a member of the communication staff will be present during interviews conducted in face-to-face or on the telephone. The purpose for the communication staff attending the interview is to provide assistance and to help the journalist with needed follow-up resources.

A member of the communications staff will always be available upon request by the interviewee to be present during media relations interviews in face-to-face or telephone interviews.



If a journalist contacts an interviewee directly, the interviewee will contact the communication office before making a commitment to proceed with the interview and to allow the communication staff the opportunity to research the proposed subject matter to assist the interviewee become better prepared for the interview.

[Authorized Spokesperson](#)

The official spokesperson for Park University is the Vice President for Communication and/or a designated staff. Additionally, Vice Presidents and above are authorized to speak for the University as it relates to their own area of responsibility.

[Written materials for the Media](#)

Articles written for public distribution must be submitted to the communication office for editing, policy proofing, and other needed graphic and/or photographic assistance.