

Park University *Media Policy Guide*



Park University realizes the benefit of maintaining good working relationships with the various media organizations that serve the University, both on a local and national level. The relationships established with the media are based on mutual trust and respect. Effective media relationships can help further the University's image and reputation, as well as ensure distribution of University news to the communities we serve.

Park University's Office of Strategic Communications staff works with local and regional news media in the cities and areas where Park has a campus, as well as with national and international news media. OSC staff ensure University constituents (students, faculty, staff, alumni, donors, friends, parents, community members, etc.) are aware of Park's various events, achievements, academic programs, community programs and innovations. Along with traditional news media, OSC staff are also charged with managing the University's primary social media accounts (Facebook, Twitter, LinkedIn, Instagram) and assisting the University executive staff with strategic communications plans and needs.

The Office of University Engagement communications team produces:

- *The Crow's Nest*, an electronic newsletter for students, faculty and staff nationwide
- *Weekly Update*, a voicemail message sent to faculty and staff, and available on Alexa
- *Park Stories*, which showcases fun and inspiring features highlighting Park students, faculty, staff and alumni
- Annual publications *Park University Magazine* and *Report to Investors*
- University-related speeches, presentations, digital signage and videos

In addition, the OSC staff provides the University community with various e-mail and text alerts, especially as they relate to severe weather and emergency situations. The team maintains the University's official writing style guidelines and is a go-to source for University-related history.

NEWS MEDIA INQUIRIES

Park University requires all members of the news media to contact the Office of Strategic Communications team in advance before visiting any of Park's campuses across the country, and to request and/or conduct interviews with students/faculty/staff, on or off campus.

- Main/initial contact: Brad Biles, director of communications and public relations, brad.biles@park.edu / Office: (816) 584-6888; Cell: (816) 914-3321
- Secondary contact: Erik Bergrud, chief strategic communications officer, erik.bergrud@park.edu / Office: (816) 584-6412; Cell: (816) 686-3480

To request an interview with an intercollegiate athletics coach or student-athlete:

- Parkville (Mo.) Campus athletics: Jordan Brown, sports information director, jordan.brown@park.edu / Office: (816) 584-6490; Cell: (913) 908-2672
- Gilbert (Ariz.) Campus athletics: Preston English, sports information and campus communications coordinator, preston.english@park.edu / Office: (480) 923-0013

Upon being approved to access a campus, the OSC team will assist in arranging the appropriate subject matter expert or University spokesperson, the time/location of any interviews and parking assistance/directions. In addition, the Department of Campus Safety will be notified on the Parkville Campus as officers patrol for unauthorized vehicles on the campus.

Please note that journalists/news media will be escorted at all times (typically by a member of the OSC team) while on campus. Access to buildings/classrooms/student housing is strictly prohibited without the appropriate escort. Filming/photography of students while in a classroom is permitted, but students may request to not be filmed/photographed.

FACULTY/STAFF MEDIA POLICY

The below policy is for Park University faculty/staff and is used to assist in developing and maintaining important relationships with the news media:

Requested factual or opinion content

The director of communications and public relations within Park University's Office of Strategic Communications is responsible for serving as the central point of contact for all media inquiries. The OSC staff handles all direct inquiries from the media and serves as the resource for connecting journalists with the appropriate Park faculty/staff member who will be asked to provide expert opinion and/or serve as the University's spokesperson on a particular subject.

Requested interviews

It is the responsibility of the Office of Strategic Communications staff to coordinate requests for interviews with Park University faculty and staff. The media credentials of journalists are verified and the scope of the requested interview will be discussed with the journalist.

The OSC staff will determine the appropriateness of the interview request and will recommend an interview subject matter expert or spokesperson, as well as determine the course of action for the requested interview. The OSC staff will coordinate with the Park SME/spokesperson the subject matter, provide potential questions that may be asked and assist in arranging the date/time/location of the interview, as well as parking needs for the media.

In many instances, a member of the OSC staff will be present during interviews conducted face-to-face, or via telephone or remote (such as Zoom). The purpose for this

is to provide assistance as needed to both the journalist and SME/spokesperson and to provide the journalist with needed follow-up resources. A member of the OSC staff will always be available upon request by the interviewee to be present during media interviews.

If a journalist makes initial contact with a Park faculty/staff member, the faculty/staff member is required to direct the journalist to contact the OSC's director of communications and public relations to discuss the story idea and/or potential interview before making a commitment to proceed. This allows the OSC staff the opportunity to research the proposed subject matter if needed, recommend a potential better suited SME and assist the interviewee be prepared for the interview.

Under no circumstances is a Park University faculty or staff member authorized to contact members of the media directly without the consent of the director of communications and public relations or the chief strategic communications officer.

The Office of Strategic Communications will not promote/make mention in *The Crow's Nest* (Park University's e-newsletter), other University publications and/or via social media any news stories/interviews that Park faculty/staff participate in that do not follow the University's news media policy.

Authorized spokesperson

The official spokesperson for Park University is the president, followed by the provost, the chief strategic communications officer and the director of communications and public relations. Additionally, all University executive staff and senior leadership are authorized to speak for the University as it relates to their areas of responsibility. Subject matter experts representing Park University are determined by the director of communications and public relations and/or the chief strategic communications officer.

Written materials for the media

Articles written for public distribution must be submitted to the Office of Strategic Communications staff for general editing, University style and policy proofing, as well as possible needed graphic and/or photographic assistance. This policy includes items such as letters to the editor where the author identifies himself/herself as a Park University faculty/staff member. This does not include articles written for academic journals/publications or letters to the editor that does not identify the author as a Park University faculty/staff member.