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, X [Twitter], Instagram and LinkedIn) and assisting the University's executive staff with strategic communications plans and needs.

The Office of Strategic Communications produces:
- News releases and high-level news alerts distributed to media outlets
- *The Crow's Nest*, an electronic newsletter for students, faculty and staff nationwide
- *Weekly Update*, a voicemail message sent to faculty and staff
- Publications such as *Park University Magazine* and *Report to Investors*, in conjunction with the Office of University Advancement
- 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, in conjunction with Park's Frances Fishburn Archives and Special Collections team.

NEWS MEDIA INQUIRIES/POLICIES

Park University requires all members of the news media to contact the Office of Strategic Communications 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.
- Primary 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, athletic communications director, preston.english@park.edu / Office: (480) 923-0013; Cell: (480) 923-0013

Upon being approved to access a campus, the OSC 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 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 to coordinate requests for interviews with Park University faculty and staff. The media credentials of journalists are verified (as needed) and the scope of the requested interview will be discussed with the journalist.

The OSC 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 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 most instances, a member of the OSC will be present during interviews conducted face-to-face, via Zoom or other similar services, or telephone. 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 will always be available upon request by Park faculty/staff/students 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 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. In addition, faculty/staff could face reprimand by the Office of Academic Affairs and/or Office of Human Resource Services.

Authorized spokesperson
The official spokesperson for Park University is the president, followed by the provost, chief strategic communications officer and the director of communications and public relations. Additionally, all other University executive team members and senior leadership are authorized to speak on behalf of the University as it relates to their specific area(s) 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 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 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.

PHOTOGRAPHY POLICY
Park University's flagship Parkville, Mo., campus is scenic and includes a number of iconic buildings and spaces — one that many professional and amateur photographers/ videographers enjoy shooting. However, since the University is a private institution of higher education, its land is also considered private property. Thus, access is restricted to authorized individuals.

In general, Park University's policy allows personal photography/videography by students/faculty/staff/alumni on campus with the following rules:
- Photos/videos are used exclusively for personal, non-commercial purposes
- The taking of photos/videos does not disrupt University operations and does not interfere with the privacy of individuals
- Lights, tripods and other standing equipment are not used.

As it pertains to the general public and any professional/amateur photographers/ videographers, in general, photography/videography of the campus grounds, buildings, spaces, etc., either as the subject or as part of the background, is not allowed without express written authorization by the University's Office of Strategic Communications.

Note that wedding/engagement and/or portrait photography by members of the general public and/or professional photographers who are not affiliated with Park University (students, faculty, staff, alumni) will not be authorized. Those who are affiliated with the University must still contact the Office of Strategic Communications no less than 3 days prior to a potential photo shoot to coordinate an approved day/time and agree to the University's guidelines/rules for photography.

Requests to film for entertainment purposes (such as an independent movie or TV program) or commercial photography on campus are rarely approved. However, when they are approved, Park University requires the following:
- A written request received no later than 4 weeks prior to the potential start of filming
- A fully executed location agreement and certificate of insurance with appropriate insurance amounts on file no less than 2 weeks prior to the start of filming
- A location fee, which can typically be a donation to the University's general scholarship fund or a specific scholarship. The amount of the fee requested will vary, depending on the organization/company/business, amount of time spent on campus for photos/videos, University staffing needs for the photo/video shoot, etc.

Typically, filming/photography will be limited to normal business hours (Monday – Friday, 8 a.m. to 4 p.m.). Shooting outside normal business hours is rarely approved. Additional rules (all applicable unless prior written approval has been given):

- No photography/videography inside buildings/classrooms or within the University's Academic Underground or Parkville Commercial Underground areas, as well as in areas that are fenced in, such as athletic fields.
- No climbing on buildings, trees or rock formations (such as the waterfall at the University's main entrance).
- Use of University restrooms for dressing and other photo preparation is not allowed. Changing in the hallways, classrooms and offices of campus buildings or outside on lawns or walkways is likewise prohibited. Therefore, it is necessary for clients to be fully dressed and prepared for photos/videos before arriving on campus.
- You may not bring and/or consume any sort of alcoholic beverages or drugs/paraphernalia on campus. In addition, Park University is a smoke-free campus. This includes the use of marijuana-related products.
- For the photographer — No photography at Park may be used to imply the University's endorsement of any individual, organization, product or activity without prior permission specifically granted in writing by appropriate authorities of the University. Permission to photograph key Park image assets for commercial reproduction or broadcast likewise requires prior written permission and is rarely granted (image assets include the University's name and logo, and signature structures such as Mackay Hall, Graham Tyler Memorial Chapel, the waterfall at the main entrance, etc.). Because of concerns that the resulting images may later be used without the University's knowledge or permission, shooting of commercial stock photography at Park University campus is not permitted.
- For the photographer --- Photos that are taken on campus with easily identifiable buildings in the background (such as the iconic Mackay Hall and its clock tower) cannot be used in any type of promotion/advertising for the photographer. This includes, but is not limited to, websites and/or social media accounts — the photos can only be for the use of the client for their personal use. That said, if the client and the photographer were across the street in English Landing Park and took photos of Mackay from there, this is OK.
- For the photographer — If the photographer has a "secure" portion of their website that requires the client to log in to review their photos, photos with Mackay/other buildings can be posted here, but not on a publicly visible part of the photographer's website.
- For the photographer — For reasons of safety and security, use of aerial drones in the airspace above Park property, whether for photography, instruction or recreation, is not allowed without implicit authorization from University officials, as well as having appropriate FAA licensure.
- For the photographer — No equipment or backdrops may be attached to any campus building or landscaping in any manner whatsoever.
- Parking is available in the general parking areas…Here is a map of the campus — https://www.park.edu/wp-content/uploads/2022/01/parkville-campus-map.pdf. Parking is typically recommend in Lot G at the base of Thompson Commons (on the north side of the traffic triangle with the three flagpoles at the main entrance).
- Upon arrival, the client and photographer must check in with the Department of Campus Safety, located in the first floor of Thompson Commons (#7) on map.

Drone/unmanned aerial systems
For reasons of safety, security, insurance requirements, verification of FAA licensure etc., the use of aerial drones in the airspace above Park University property, whether for photography, instruction or recreation, is not allowed by the general public.