

LOYOLA MARYMOUNT UNIVERSITY
POLICIES AND PROCEDURES

DIVISION: Marketing & Communications

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SUBJECT: News Media Policy

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I. STATEMENT OF POLICY

The university designates members of the Public and Media Relations Team in LMU Marketing and Communications as the university’s official and authorized public information officers (PIOs), points of contact, and representatives to all news media. All non-faculty media inquiries or interactions must be redirected to Public and Media Relations for guidance and support to ensure that timely, accurate and clear information is disseminated.

Effective management of the university’s reputation requires that all organizational units adhere to the guidelines in this policy. MarComm staff resources are available 24/7 to liaise with relevant internal and external contacts, coordinate media responses, communicate the university’s position(s), devise communications strategies, and respond to issues and crises. The university is proactive in developing positive media coverage to engage the community it serves, build support for its core objectives, increase visibility, and elevate its reputation.

II. DEFINITIONS

- A. News media is defined as representatives of newspapers, magazines, newsletters, online publications, television, radio, and/or high-visibility social media personas.
- B. CMCO is the university’s chief marketing and communications officer, defined as the vice president for marketing and communications. The CMCO appoints PIOs, public information officers.
- C. Non-faculty media inquiries are defined as topics that do not pertain to a faculty member’s scholarship, creative endeavors, research or curricular expertise. All information related to university positions, policies, crisis situations, emergencies, and/or public relations or administration matters are handled by Public and Media Relations. When the matter is unclear or when a potential university-wide issue is developing, Public and Media Relations should be contacted immediately.

III. POLICY STATEMENTS

- A. All non-faculty media inquiries or interactions must be redirected to Public and Media Relations for support and guidance prior to responding. Staff and administrators must notify Public and Media Relations immediately of any/all contact with the news media.
- B. Public and Media Relations is the point-of-entry for reporters seeking a university spokesperson, permission to access campus, event and parking passes, a faculty expert, and for all other public- and media- related inquiries.
- C. The university president and vice president for marketing and communications (CMCO) are the only persons authorized to speak on behalf of Loyola Marymount University. These individuals may delegate authority to the senior director of Public and Media Relations and their team members (authorized PIOs).
- D. On a case-by-case basis, MarComm may authorize campus officials or subject-matter experts to speak on behalf of the university on specific topics as circumstances warrant.
- E. Public and Media Relations is solely responsible for the development and distribution of all press releases and media advisories. No other university unit may distribute or commit the university to issuing a press release without prior authorization from Public and Media Relations. This includes press releases produced in conjunction with external organizations.
- F. Public and Media Relations is solely authorized to announce and/or host a press conference or other media-related event on university property. If a university unit, group, or individual wishes to invite news media for an event, Public and Media Relations must review and approve requests and proposals prior to making commitments or distributing media invitations.
- G. Faculty are encouraged to respond to media inquiries related to their areas of academic expertise without prior authorization. Public and Media Relations provides support resources to showcase and promote faculty with the following guidelines:
 - a. Faculty must clearly identify views expressed as reflecting their expert knowledge and research – that they are not speaking on behalf of the university.
 - b. Faculty should notify Public and Media Relations of all contact with the news media so that resulting coverage can be monitored.
 - c. Faculty should notify Public and Media Relations in the event that an inquiry will result in the media visiting the LMU campus.
 - d. Faculty are encouraged to consult with Public and Media Relations for assistance and guidance when responding to news media.
 - e. Faculty must consult with Public and Media Relations in advance of responding when media inquiries about an academic matter might also relate more broadly to the university.
 - f. Faculty must provide the media with their academic titles when they are commenting as academic experts. Faculty who also serve in an administrative

position, such as associate dean or provost, should not use administrative titles in this context as they may convey the impression that the person is representing the university's considered and official position on a matter.

- H. The university's Public and Media Relations Hotline may be reached at 310.258.INFO or news@lmu.edu. The university's official newsroom and media resources are maintained at <http://newsroom.lmu.edu>, managed by MarComm's Public and Media Relations team.
- I. Public and Media Relations is solely responsible for authorizing news media to enter campus. Public Safety shall redirect all news media to the LMU Drive/Lincoln Boulevard entrance and detain media until Public and Media Relations has authorized entry and provided further instructions. Authorization may also be provided by Public and Media Relations prior to media arrival. This procedure is followed on weekdays, after hours, weekends, and in emergency and crisis situations.
- J. LMU staff and administrators must notify Public and Media Relations immediately if news media are arriving or have arrived on campus. Public and Media Relations will contact Public Safety and give them the contact information for whomever is being interviewed, and whether they are approved to enter campus.
- K. Public and Media Relations may authorize news media to enter campus unaccompanied on a case-by-case basis. Public and Media Relations may designate other administrators to act on its behalf.

REVIEWED/APPROVED BY THE UNIVERSITY POLICY COMMITTEE – N/A. Grandfathered REVISIONS APPROVED BY PRESIDENT AND PRESIDENT'S CABINET 09.20.2017