

SUBJECT: News Releases and Media Relations	Effective Date: 7-12-06	Policy Number: 6-002	
	Supersedes:	Page 1	Of 2
	Responsible Authority: Vice President for Marketing, Communications, and Admissions		

APPLICABILITY/ACCOUNTABILITY:

This policy applies to all university employees, boosters, donors, and volunteers.

POLICY STATEMENT:

To promote a consistent message in the news media, the University of Central Florida has designated the Office of News and Information to serve as the primary contact for news media issues and for coordinating the dissemination of news information to the public. The office is staffed to assist university organizations and individuals in their relationships with the news media and is responsible for ensuring university-wide compliance with this policy.

In addition, the University of Central Florida expects that university employees, boosters, donors, and volunteers will make clear when communicating individual viewpoints or opinions to news media that such viewpoints or opinions are not those of the university, unless the individual has been authorized by the university to speak on its behalf.

DEFINITIONS:

News Information. Information or material about the university that is communicated to external media, including print, broadcast, and online outlets, and may include news releases, interviews, and news conferences.

PROCEDURES:

The Office of News and Information determines how and when news information regarding the university is released to the news media.

The president or the president's designee and the assistant vice president for News and Information are the authorized officials who speak on behalf of the university on issues of institutional policy or

university-wide practice. To accommodate the media's preference for information from university sources closest to the matters generating interest, such authority may occasionally be delegated by either the president or the assistant vice president for News and Information to the appropriate person(s).

Information that does not involve issues of institutional policy or university-wide practice, such as faculty member research and events or activities sponsored by the university or its sub-units, may be provided by the individuals responsible for such matters, so long as the individuals indicate that they are not speaking on behalf of the university (unless they are so authorized).

The counsel and professional assistance of the Office of News and Information should be sought prior to the distribution of news releases, except for sports news information, for which the director of athletics has authority.

While all members of the University of Central Florida community are free to speak on any issue or topic, each is expected to make clear that he or she is expressing an individual viewpoint that does not necessarily represent the official position of the university unless the person has been delegated such authority by the president or the assistant vice president for News and Information.

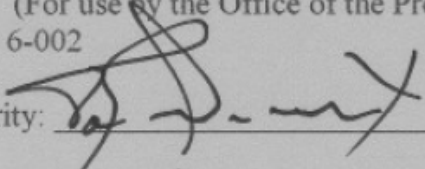
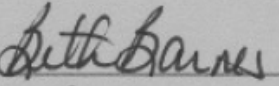
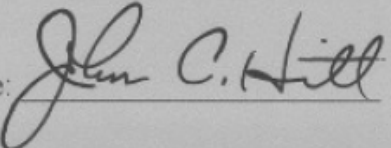
RELATED DOCUMENTS:

UCF Guide to Working with the Media

CONTACTS:

Office of News and Information, P.O. Box 160091, Orlando, FL, 32816-0091, 407-823-5007.

INITIATING AUTHORITY: Vice President for Marketing, Communications, and Admissions

POLICY APPROVAL (For use by the Office of the President)	
Policy Number: 6-002	
Initiating Authority: 	Date: 2/14/06
Policies and Procedures Review Committee Chair: 	Date: July 18, 2006
President or Designee: 	Date: 8/15/06