

Augusta University

Policy Library

Mass Communication and News Media Policy

Policy Manager: Communications & Marketing

POLICY STATEMENT

The purpose of this policy is to develop, using mass communications, greater public understanding of efforts to achieve the Augusta University mission, vision and values, and to increase awareness of programs, activities, and events. This policy has been established to describe our position with respect to interacting with news media representatives. This policy is not intended to limit or proscribe the right of faculty to discuss with the news media the results of their published research or scholarly work, nor the right of individuals associated with Augusta University to voice their personal opinions outside of their affiliation with the university.

Communications and Marketing (C&M) provides assistance and counsel for all mass communications and media relations needs of Augusta University to support our teaching, research, and service mission. C&M serves as the primary liaison between Augusta University and the media, assisting representatives of print, broadcast, and online media in locating sources of information on campus and providing information of public and media interest in a professionally prepared format.

AFFECTED STAKEHOLDERS

Indicate all entities and persons within the Enterprise that are affected by this policy:

- Alumni Faculty Graduate Students Health Professional Students
 Staff Undergraduate Students Vendors/Contractors Visitors
 Other:

DEFINITIONS

AU Communications Council – The Communications Council serves as an advisory group for communications and marketing efforts related to Augusta University.

Campus Communicators – AU personnel with delegated communications responsibilities at the department or unit level.

Media – representatives of newspapers, magazines, newsletters, online publications, television, and radio.

News releases – communications designed to promote inclusion of information pertaining to Augusta University in the media.

PROCESS & PROCEDURES

External News Outreach

C&M is responsible for disseminating all news releases, media advisories and other information about Augusta University to media outlets and will otherwise make all media contacts for the university.

Written communications with media must conform to Augusta University editorial standards as detailed in the Augusta University Brand Guidelines and accepted journalistic standards. C&M will review

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publications and web content for appropriate news, newsworthiness and/or design standards and work with areas on revisions or concerns.

Responding to Media Inquiries

The Vice President for Communications and Marketing serves as the official spokesperson for the university. Media interviews must be arranged through C&M to ensure appropriate, consistent, and accurate public messages and official information. This procedure also ensures that we not only serve as a valuable information source, but also meet media deadlines for stories delivering excellent service in support of the working press.

Any questions regarding media contacts or coverage should be directed to the Director of Brand Communications.

Major News Stories

News of major importance must be identified by campus communicators and/or deans/senior administrators and planned in conjunction with C&M as far in advance as possible (embargoes can be established or confidentiality assured for sensitive topics or when external partners are involved) so that senior administrators can be included, informed and quoted as needed, and announcements planned for major impact. Communicators within colleges/units may NOT send information or releases separately to media without prior C&M coordination, as duplication and confusion, and sometimes, outright error, can result. C&M will inform the communicators within specific colleges, schools and areas of opportunity and work with them to coordinate news opportunities.

News Releases

Externally targeted news releases must route through C&M. As the central resource and primary contact with the media, C&M reserves the right to edit news items for newsworthiness and style requirements.

News Media on Campus

A C&M media relations staff member or an employee designated by C&M must accompany any news media representatives on our premises.

Public Information/Open Records

Records of Board of Regents of the University System of Georgia on Behalf of Augusta University are subject to the Georgia Open Records Act, O.C.G.A.-50-18-70 et seq. See Process and Procedures below for contact information.

Incidents or Sensitive Issues

Incidents or stories that may lead to negative perception or publicity must be conveyed to C&M as soon as possible so facts can be gathered, and timely responses can be made.

Open Records

Direct open records requests to the designated Augusta University Open Records Officer:

Christopher J. Melcher, Vice President and General Counsel Augusta University, 1120 15th Street, AA-2007, Augusta, GA 30912 openrecords-academic@augusta.edu, 706-721-8014

Please consult augusta.edu/dcm for additional resources and information related to communications projects and initiatives. To request assistance with or coordination of efforts covered within this policy, contact Communications & Marketing at augusta.edu/dcm/request.

REFERENCES & SUPPORTING DOCUMENTS

- [Augusta University Brand Guidelines](#)
- [AU Communications Resources](#)
- [AU Marketing Resources](#)
- [AU Digital Content Resources](#)

RELATED POLICIES

- [Acceptable Use of Electronic Mail & Electronic Messaging Policy](#)
- [Advertising Policy](#)
- [Communications and Marketing Policy](#)
- [Social Media Policy](#)
- [University Seal Policy](#)

APPROVED BY:

Executive Vice President for Academic Affairs and Provost, Augusta University

Date: 6/7/2023

President, Augusta University

Date: 6/7/2023