

Publicity & Media Relations

The Public Relations Office is responsible for informing external audiences, through the media in most instances, of the ongoing policies and operations of the University. This includes announcements of University news and upcoming events associated with the University, as well as responses to media inquiries.

The tools used to accomplish this task include press releases; press conferences; frequent contacts with representatives of newspapers, magazines, radio and television stations; and the internet.

The Public Relations Office is ready to assist faculty/staff members in publicity efforts. The office also can assist in arranging interviews and other contacts with the media (newspaper, radio and TV). In general, faculty/staff are encouraged to use the Public Relations Office's resources as much as possible, but going through this office is not a necessary condition for communication with the media, so long as a faculty/staff member is speaking as a citizen and not as a spokesperson for the University. The mere identification that one is an employee of the University does not make one a spokesperson for the University. Each faculty/staff member is reminded that they have special obligations in communicating with the media as a citizen: to be accurate, to show respect for the opinions of others and to make every effort to indicate that they are not an institutional spokesperson.

Procedures for Working with the Public Relations Office ›

- When a faculty/staff member is speaking as a spokesperson for the University, all contact with the media should be routed through the Public Relations Office.
- When a faculty or staff member is speaking on behalf of a program or event that is funded or in some other way supported by the University, the University's role should be acknowledged.
- Whenever possible, University photographs should be acknowledged. (Photo courtesy of Salisbury University.)
- Student activities involving the public, including fundraisers by student organizations, should not be construed as endorsements of outside organizations, political parties, individuals or policy positions by the University.
- All campus publications intended for an audience outside the campus community should be routed through the Public Relations/Publications offices. The Publications Office has final approval for all of these "external" publications. This policy ensures all campus publications have a common "look" and they adhere to any University, state or federal requirements for certain publications.
- It is University policy that all media inquiries on University activities must be reported to the Public Relations Office. The Public Relations Office is solely responsible for preparing "official" University responses to the media.

NEWS RELEASES/PUBLIC SERVICE ANNOUNCEMENTS (PSAS)

News releases announce an event, program offering, faculty or student accomplishment, or appointment. Timing is crucial for sending releases (editors like to receive them three weeks in advance of an event), so we like to have the information at least four weeks prior to the event (or the reply deadline) in order to write, print and receive approval from the sponsoring department, office or individual.

Release information should include:

- name of program/event to be publicized
- description of program or event (include unique aspects, if any)
- time (day, date, hour(s))
- site (building, room)
- sponsoring organization/department
- cost (including if free for students, faculty/staff, senior citizens or other special considerations)
- person responsible for planning (name, title, department, e-mail address, home and work phones)
- official contact (if different from above) and phone number
- how to register, obtain tickets

To publicize a faculty/staff/student accomplishment please send a brief description of the award or accomplishment, along with contact information, to the PR Office.

Those requesting press releases will have the opportunity to proof them for accuracy before they are sent to media. Suggested edits are welcome; however, the PR Office has the final say on all press release language based on clarity and the need to convey sometimes complex academic concepts to a lay audience. SU brand language may be used as appropriate.

Local public radio stations sometimes broadcast announcements of local events and programs as a public service. The PSA is a brief description of a program or event listing the basic who, what, when, where and how information. We write the PSA from the information provided for the press release.

OUR AUDIENCE

Our mailing lists for press releases and public service announcements include all Eastern Shore daily, weekly and monthly publications; local and regional television and radio stations; and major Baltimore, Washington and Delaware newspapers. The weekly *SU News* is distributed digitally to more than 13,000 faculty, staff, students, retirees and friends of the University.

PSAs are sent to radio stations. Articles on student accomplishments are sent to their hometown newspapers. Press releases also are sent to campus media and, via the Integrated Marketing Office, shared on University social media accounts.

FEATURE COVERAGE

Occasionally, an event or announcement will lend itself to a media pitch, which may result in a television or radio interview. Though pitches are sent from and interviews coordinated by the SU Public Relations Office, the office does not control what events or announcements receive coverage beyond *SU News*.

PRESS CONFERENCES

On rare occasions, it's necessary to call a press conference. PR is responsible for scheduling the event, informing the media and campus community, and preparing press packets with essential information.

MEDIA REQUESTS

The PR Office serves as the official media clearinghouse for the University. Most reporters seeking comments from the University or faculty to provide expertise on specific topics know to direct their inquiry to the PR Office. If you receive a request from our office, a response is greatly appreciated. Please understand that, with today's fast-paced news cycle, most reporters have, at best, only a few hours between the time a story is assigned and the time it is due. Prompt responses often equate to a better chance of getting your name, and the University's, in the feature or article, providing more opportunities to tell the SU story. Faculty receiving inquiries directly from media are welcome to respond to those relating to their areas of expertise, but are asked to share the request with PR for recordkeeping purposes. PR representatives are available to sit in on most media interviews upon request.

UNIVERSITY STATEMENTS

Salisbury University aims to be responsive to the climate and tenor of campus, and affirm and assert our mission in relationship to broader issues. SU does not take institutional stances toward international issues or those that could jeopardize the safety of the campus community. Faculty, staff and organizations affiliated with the University may do so on an individual basis, with the understanding that their views are not an official representation of the University. In alignment with our mission, SU faculty may be available to discuss, explain and educate the campus and greater community on multi-faceted issues, including national and international affairs.

A FEW WORDS ABOUT TROUBLESHOOTING

PR should be notified immediately of any problems or potential problems on campus. The media need to be able to rely on one official voice for the University. The public relations director and University spokesperson is that official voice. The media expect this service and will call PR for confirmation or denial of a rumor or problem. PR also can provide advice and best practices for SU faculty and staff who may find themselves in a PR crisis.

We're not looking for trouble, but if it's there we need to know about it.

The Inside Story ›

- The **SU News** is a biweekly, in-house, digital newsletter published by the PR office, which includes University news and campus events and announcements.
- **Panorama** is a bi-annual cultural events publication, produced by the Fulton School of Liberal Arts, featuring upcoming University-sponsored events, including concerts, plays, film screenings, lectures and art exhibitions.
- **The Flyer** is the weekly student newspaper. If you have information or story ideas, get in touch with the editor. A current list of editorial staff is available at www.thesuflyer.com. PR treats *The Flyer* as an external news source, so the editor routinely receives all press releases.
- **WXSU** is the on-campus student radio station housed in the Guerrieri Student Union; **WSCL** and **WSDL** are the on-campus National Public Radio affiliate, classical music and talk radio stations housed in the East Campus Complex, in partnership with the University of Maryland Eastern Shore's WESM under the **Delmarva Public Media** umbrella. All are treated as external news sources.
- **PAC 14** is Wicomico County's public access television station, located in the East Campus Complex.
- The **SU website**, salisbury.edu, is produced, organized, supervised and maintained by the University's Office of Creative Strategy and Digital Experience. The Public Relations Office maintains its News and Events webpages, which highlight upcoming events and notable University happenings, as well as links to press releases generated by the office and some stories published by the Integrated Marketing Office. The Sports Information Office maintains the **SU Athletics website**, SUSeagulls.com.

Advertising ›

The director of marketing strategy (separate from PR) handles all display advertising. All classified ads are handled through the Human Resources Office.

Public Relations Office Contact Information ›

We're only a phone call and a few steps away.

Holloway Hall Room 140

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