

Interacting with the Media: Tips for Faculty

**SU'S PUBLIC RELATIONS OFFICE
IS HERE TO HELP!**



What is the role of the SU Public Relations Office?

We promote SU in part by serving as a media liaison. This includes:

- handling media requests for faculty experts,
- pitching experts to off-campus media, and
- promoting faculty, staff, student and alumni achievements via press releases and other means.

What should I do if I receive a call from a reporter?

Option A: Faculty are encouraged to speak with reporters *if the topic is within their areas of expertise*. Please contact the PR Office afterward so we may log the interview for our files.

Option B: If a reporter calls about a *topic on which you do not wish to speak*, please refer them to the PR Office: 410-543-6030

What should I do in the event of a media controversy?

Immediately contact your department chair and the SU PR Office.

Inquiries from reporters, community members and others should be referred to Public Relations, where a team will work with you to draft an appropriate response that can be given by a University spokesperson.

The PR Office also monitors social media, though it is University policy to not respond publicly to most posts.

How do I share my successes with PR?

If you have a story idea to share about a recent publication, conference presentation, grant, interesting student research project or other achievement, please send your information to **PublicRelations@salisbury.edu**.

Where can I follow SU on social media?

@SalisburyU

- Facebook: www.facebook.com/SalisburyU
- Twitter: www.twitter.com/SalisburyU
- Instagram: www.instagram.com/salisburyuniversity
- LinkedIn: www.linkedin.com/school/salisbury-university
- YouTube: www.youtube.com/salisburyuniversity
- Flickr: www.flickr.com/supublications



Do you have other PR questions?

Please keep this info close by!

- Email: PublicRelations@salisbury.edu
- Phone: 410-543-6030 (x36030)
- After-hours emergency contact: 410-251-0402

Speaking with the Media: Tips for Faculty

Proceed with Caution

Assume every contact with a reporter is “on the record” for name attribution unless otherwise indicated. The Golden Rule of media interviews: ***If in doubt, leave it out.***

Know the Rules of Engagement

If you prefer to speak “off the record” or “on background,” you must tell the reporter ***at the start of the conversation.***

Be Responsive

When working with the media, ***time is of the essence.***

Once you received a request, please let the SU Public Relations Office (or reporter, if you’re working directly with a media agency) know ASAP whether you will be able to fulfill the inquiry.

Often, reporters have only a few hours from the time they reach out for interviews to their deadline for filing the story.

Tell the Truth

- Always be honest.
- If a question is beyond your area of expertise, can’t be answered due to a legal statute (such as FERPA), or you simply don’t know the answer, say so.
- Avoid saying “No comment”; instead, refer questions you don’t want to answer to the SU Public Relations Office.
- If you feel more comfortable with a media expert in the room, the PR Office can provide staff to sit in during your interview.

Educate Reporters

If a reporter contacts you directly, remind them that all SU-related media inquiries (except in cases in which you have built a professional relationship with the reporter) should begin with the PR Office. Salisbury is a “starter market” for many new reporters who may not know the proper protocol.

Contact PR

If you have questions about working with the media, the SU PR Office is happy to help!

Call 410-543-6030 or email PublicRelations@salisbury.edu

Adapted from
<https://medium.com/@DBGrinberg/ten-tips-for-talking-to-reporters-d3bf145daf19>

