**Interacting with the Media:**

**Tips for Faculty**

**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.

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**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

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**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.

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**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.

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**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

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**Do you have other PR questions?**

- **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](https://medium.com/@DBGrinberg/ten-tips-for-talking-to-reporters-d3bf145daf19)