

Procedures for Working with the Public Relations Office >

- University policy requires all media inquiries about SU to be reported to the Public Relations Office. Permission from the PR Office is not required for faculty or staff to speak to a reporter, but those speaking in an official SU capacity are asked to route those requests through PR.
- SU does not endorse outside organizations, political parties, individuals, or policy positions. Those speaking on behalf of the University or its activities should not imply these types of endorsements.
- The PR Office is solely responsible for providing official University responses to the media. Faculty and staff speaking to media outside of their University roles should make it clear that they are not speaking on behalf of SU.
- Any University publications intended for an audience beyond campus should be routed through the PR Office and the Office of Creative Services and Brand Strategy. The Office of Creative and Brand Strategy has final approval for all external publications.

NEWS RELEASES & MEDIA PITCHES

News releases are sent to media to promote student and faculty achievements, appointments, and other good news that may be of interest to off-campus audiences. Media pitches are sent to invite media to cover specific topics or events. If you have an idea for a news release or media pitch, please contact your school's representative in the PR Office. Representatives are listed at the end of this document. (Please note: The PR Office does not control what items receive coverage beyond *SU News*.)

OUR AUDIENCE

Our mailing lists for press releases include all Eastern Shore daily, weekly and monthly publications; local and regional television stations; and major Baltimore, Washington and Delaware newspapers. The weekly *SU News* is distributed digitally to more than 9,000 faculty, staff, students, retirees, and friends of the University.

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 & UNIVERSITY STATEMENTS

The PR Office serves as the official media clearinghouse for the University. Most reporters seeking comments from SU or its faculty experts 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 most reporters have only a few hours, at best, between the time a story is assigned and the time it is due. Prompt responses often mean a better chance of getting your name, and the University's, in the feature or article.

Faculty receiving inquires 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.

Please note: The PR office is solely responsible for providing official statements about the University to media.

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.
- **SU Today** is a news and events blog promoted weekly via campus email. To submit an item for *SU Today*, please contact the designated administrator in your office, college, school, or division. (Please note: Submissions to *SU Today* do not go to the PR Office.)
- **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 Digital Strategy. 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. The Sports Information Office maintains the **SU Athletics website**, SUSeagulls.com.

Advertising & Social Media ›

The director of enrollment marketing (separate from PR) handles all display advertising and oversees SU's official social media accounts. All classified ads are handled through the Human Resources Office.

Have questions? Reach out to us!

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