

STOCKTON UNIVERSITY

PROCEDURE

News & Media Relations

Procedure Administrator: Executive Director of University Relations & Marketing

Authority: N.J.S.A. 18A:64-8

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Index Cross-References: Policy I-112

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Approved By: Dr. Harvey Kesselman, President

The public information function is performed by the Office of University Relations & Marketing (“URM”). This service is centralized in URM to facilitate the flow of information to the community through newspapers, magazines, radio, television, social media and other communications media. URM also serves as a communication resource for faculty and staff members who are directly contacted by reporters.

The best means of developing a good relationship with news media representatives is by providing honest information in an atmosphere of mutual respect and candor. To accomplish this relationship, URM needs the cooperation of all faculty and staff to provide to the media current newsworthy University information.

The following guidelines are provided to help determine what information URM needs to remain current on University developments and how faculty and staff must interact with representatives of the news media.

