

## **Susquehanna University Media Policy**

*(Note: The Office of Athletics Communications has a separate media policy for coverage of SU athletics.)*

Susquehanna University's Office of University Communications aims to work collaboratively with the news media to publicize university news and developments, faculty and student achievements, matters involving the president and administration, special accomplishments, programs, events and activities and other news.

The Office of University Communications operates on the principle that restrictions on news media personnel should be limited. However, out of respect for the privacy and safety of students, faculty, staff and visitors, University Communications sets some rules regarding media access. Among them are:

- Journalists must be invited or gain permission prior to coming onto the Susquehanna campus. Notice of their intention to visit must be given to the Office of University Communications as soon as possible and preferably a day in advance.
- University Communications may choose to escort journalists while on campus, especially if the story concerns a student or students.
- Access to all residence halls and student housing by the media is strictly prohibited without prior permission from the Office of University Communications.
- Entry to classrooms, offices and other campus buildings by the media must be cleared in advance either with occupants of the respective offices, the professor in charge of a class, or the Office of University Communications.

If media representatives are on Susquehanna's campus without prior approval, Public Safety may be contacted, and the media representatives may be asked to leave.

When on campus, journalists should be identified via press pass or name tag issued by their employer. Journalists are expected to obey Susquehanna parking and other regulations while on campus, in compliance with the university's policies and procedures, and to conduct themselves in a professional manner at all times.

Notwithstanding this policy, Susquehanna University reserves the right to deny access to campus to members of the media for any reason. Media representatives must leave the campus if directed to do so at any time for any reason by any authorized official of the university. Failure to accept the directions of authorized university officials may render media representatives liable to action by local law enforcement.

### **Crisis Events**

In the event of a major crisis on campus or an emergency situation, the university will strive to provide accurate information to the public and to route media inquiries to the appropriate sources. The vice president of marketing and communications will handle all contacts with the media and will coordinate the information flow from Susquehanna University to the public.

## **Media Credentials**

Susquehanna University reserves the right to issue media credentials. This policy is designed to achieve efficient use of limited space available for working members of the media at Susquehanna University events.

Credential requests must be made in writing by journalists or news editors no later than two business days (Monday–Friday) prior to an event by emailing Amanda O'Rourke, digital communications and media specialist, at [orourke@susqu.edu](mailto:orourke@susqu.edu).

Media credentials are not transferable and should only be used by media members with a legitimate working function. Non-working individuals from a media outlet, children, spouses, friends, etc., will not be permitted in media areas. No credentials will be issued to individuals under the age of 18.

University personnel may deny or revoke credentials without notice, and an individual shall immediately surrender his/her credential when directed to do so by the university.

### **Order of priority for issuing credentials:**

1. Daily newspapers, FCC-licensed radio and television outlets, wire services, and regional and national publications that regularly and substantially report Susquehanna University news.
2. Officially recognized Susquehanna University student newspaper and radio station.
3. Non-daily newspapers or publications that regularly and substantially report Susquehanna University news.
4. Credentials may be issued to online entities that are affiliated with a national or regional media organization. An online entity that meets this requirement and that sponsors message boards or chat rooms may be credentialed only if the entity enforces its policies regarding abusive or discriminatory material and, upon request, provides proof of same to the university.

The university retains the right to modify the order of priority for issuing media credentials as it deems necessary.

### **Faculty/Staff Contact with External Media**

The vice president for marketing and communications, at the appointment of the president, serves as the main spokesperson and conveys the university position on issues of general university-wide impact or significance or situations that are of a particularly controversial or sensitive nature. Faculty and staff do not speak as representatives of the university in such circumstances, unless they are authorized to do so by the president or the vice president for marketing and communications.

Inquiries from the media about such issues should be referred to the vice president for marketing and communications.

Faculty and staff members are encouraged to respond to media requests regarding their research, scholarship, teaching or professional experience. (*Note: Please reference university policies for Political Activity on Campus and Peaceful Assembly.*) In such cases, the digital communications and media specialist in the Office of University Communications should be notified as soon as possible in case there

is a request for follow-up or additional requests involving Susquehanna personnel. This ensures a coordinated and complete university response.

The vice president for marketing and communications should be notified about noteworthy or negative occurrences involving the university, its employees, students, alumni, parents or donors that are likely to rise to the level of a news story.

Faculty, staff and students have the right not to speak with the media.

When a news conference is warranted, it should be scheduled and announced only through the Office of University Communications.

All press releases intended for external audiences must be routed through the Office of University Communications.