

Policy on Media Contacts

September 2008

Applies to all units of CLAS, including departments, centers, and institutes at Storrs and regional campuses

As the College and the University prepare for a new fundraising campaign, it is more important than ever that the College's contributions to teaching, scholarship, and service to our state and beyond be clearly understood by the public and our many stakeholders – donors, alumni, students, parents, legislators, and our peers, to name a few.

At the same time, the Dean's Office needs to be prepared to respond to inquiries from the press arising from stories generated in the myriad units of the college.

In light of these considerations, the college adopts the following policy for all press releases or contacts originating from departments or centers reporting directly or indirectly to the Dean of the College of Liberal Arts and Sciences. This includes releases originating from programs or individuals at regional campuses.

1. The college's publicity and marketing manager is charged with coordinating our press releases with the university's media relations team and with ensuring that the college is effectively represented in the press.
2. Units of CLAS that have news to announce in the media shall consult with the publicity and marketing manager at an early stage. He or she will check all releases originating from CLAS units for correct style, including spelling, grammar, and press copy style.
3. News from our units will be presented in a CLAS or University press format, whether it is mailed or e-mailed to reporters.
4. Releases shall clearly and prominently acknowledge that the unit's home is the College of Liberal Arts and Sciences at UConn. People cited as college, department, or center spokespersons will be identified by their academic titles. The college may add phrases or messages that convey the College's academic mission or goals to press releases.
5. This policy is intended to insure good communication among units of the college and a high standard of professionalism in our relationship with the press. It is not to be construed in a manner restricting press freedom, academic freedom or diversity of opinion among the faculty and staff of the College.

Thank you for your assistance in upholding a standard that will give us a professional image and reinforce recognition of the College as the home of leading scholarship, teaching, and service at UConn.