

Communications & Marketing Procedures: **MEDIA INQUIRIES**

As part of the University of South Florida, Student Affairs is regularly contacted by the media regarding news stories. ‘Media’ is defined as any news outlet on or off the USF campus, including The Oracle and WUSF. To ensure a thorough and coordinated response to inquiries, all Student Affairs employees must direct media inquiries to Student Affairs Communications & Marketing (SACM) to review and facilitate response, with few exceptions.

Procedure: *Requests by Telephone or E-mail*

All media inquiries received by telephone or e-mail should be immediately directed to the director of SACM, with exceptions only for Student Affairs spokespersons listed below. SACM will notify University Communications and Marketing (UCM) of the request, determine the nature of the inquiry, respond to the inquiry, and/or coordinate interviews with appropriate experts in the various departments. If the director of SACM is **not** available in a timely manner, then Lara Wade or Adam Freeman in UCM should be contacted. Lara can be reached at (813)974-9060 or lwade@usf.edu and Adam at (813)974-9047 or adamfreeman@usf.edu.

If a **Student Affairs spokesperson** is the initial contact, this spokesperson (*see list below*) may directly respond to the media, although it is recommended that the request be referred to SACM for investigation and preparation prior to responding. If a spokesperson does respond directly, they should inform SACM of the inquiry and the line of questioning/responses as soon as possible following the interview.

Spokespersons:

Tom Miller	Guy Conway
Ana Hernandez	Eric Hunter
Danielle McDonald	Russ Coughenour

Following all SACM arranged interviews, the interviewed employee is asked to e-mail SACM if the line of questioning deviated from what was anticipated.

Onsite Requests

Occasionally, media arrive on campus with the intention of conducting onsite interviews. Given USF is a public institution with an open campus, the media has a right to be here provided that they are not disruptive or intrusive, and students are free to accept or decline interview requests. Employees of Student Affairs (professional or student staff), in these instances, should attempt to contact the director of SACM first and UCM secondly. If neither is available, employees must use their best judgment to determine the nature of the interview and the best course of action. If the subject of the interview is simply informational and not controversial, **and** the employee is informed and comfortable participating, then an employee may respond to the media request. Otherwise, the employee should decline the interview and direct the media to contact SACM or UCM. If interviewed, the employee should notify director of SACM immediately.

Contact: **Renee Hunt**, Director - SACM, 813-974-5383, cell 727-458-5043, reneehunt@usf.edu