

Media Relations Policy

Summary/Purpose: To ensure accurate and consistent communication to all media.

In order to ensure all university messages are presented accurately and consistently, the office of University Communications is responsible for conducting and/or coordinating all contact with media (including print, broadcast, online, documentary, network television and other types of media outlets). This includes but is not limited to:

- Official university statements, announcements and activities;
- The writing and distribution of press releases;
- Formal and informal efforts to place stories in media outlets (including print, broadcast, and online);
- The posting of university news or stories on department or center web sites (unless already posted to Ole Miss News);
- Release of official statements or information to the general public through mass media or social media (including but not limited to information about emergencies, crimes, controversies, official positions on issues involving the university and other events to which the press has reasonable claim).
- All media contacts for official university information or for faculty expertise (whether initiated by the media or the university partner).

** Exceptions to this policy include athletics, which manages media relations through its sports information office. However, University Communications will be consulted regarding responses to all significant issues that have the potential to reflect upon the image of the university.*