



Coppin State University

Press & Media Policy (2022)

**Can be condensed and other material included on the Office of Communications web page.*

Purpose: To provide guidance for Coppin State University faculty and staff on how to handle inquiries from members of the press or other media entities, including newspapers, television, cable access, podcasters, magazines, trade organizations, freelance writers, etc.

Coppin State University Mission: Coppin State University is a Historically Black Institution in a dynamic urban setting, serving a multi-generational student population and providing education opportunities while promoting lifelong learning. The university fosters leadership, social responsibility, civic and community engagement, cultural diversity and inclusion, as well as economic development.

Policy: Coppin State University recognizes, to fully embody its mission, it is crucial to cultivate a positive relationship with news and credible media and establish a reputation as a source for accurate, timely, and impactful information regarding the university's programs and activities. We also work to contextualize those programs and activities in the wider conversations around events and cultural shifts happening in the City of Baltimore, throughout the State of Maryland, and beyond.



I. General Media Inquiry Procedures

- A. Director of Communications serves as the primary contact for media requests and outreach.
- B. Faculty and staff should alert the Director of Communications **immediately** if they are contacted by members of the press or other media entities.
 - a. Written inquiries should be forwarded to the Director of Communications immediately.
 - b. Phone calls should be directed to the Director of Communications immediately.
 - c. If a voicemail is received, faculty/staff member should provide all information contained in that message.
2. Faculty and staff should provide contact information for Director of Communications that is publicly available through the Coppin State University website.
3. Director of Communications will contact the requestor for additional information including:
 - a. Deadline
 - b. Purpose of story
 - c. Topics of discussion
 - d. Other important information that will inform response/interview request



4. Director of Communications will document the press/media request and work with appropriate faculty and/or staff to gather information responsive to the inquiry.
 - a. Information provided shall be:
 1. Relevant; and
 2. Provided to Director of Communications as soon as possible, before the stated deadline.
5. Director of Communications will develop an appropriate and accurate response to the inquiry or work with faculty/staff to prepare for and schedule interview times.
6. Response will be reviewed and approved by Chief of Staff and/or President.
7. Director of Communications will send approved responses to press, and/or post on social media if needed.
8. It is the policy of Coppin State University not to provide comment on personnel matters.

II. Interview Requests

1. Requests for interviews will be sent to Director of Communications **immediately**.
2. Director of Communications will review requests with the Chief of Staff and/or key cabinet members to determine:



- a. Whether Coppin State University will participate in the interview opportunity.
 - b. Appropriate member of Coppin State University community to participate in interview (if appropriate)
 - c. Key priorities for interview
3. Director of Communications will work with appropriate subject matter expert to schedule:
 - a. Required preparation for interview
 - b. Interview location & time
4. Director of Communications will work with subject matter experts in at least one session to prepare for interview and will provide feedback and guidance on interview preparedness,

III. **Press Releases**

1. No press releases or press statements should be disseminated publicly without prior approval from the Office of Communications.
2. All press releases should be sent by the Office of Communications.
3. Press release drafts should be sent to the Office of Communications at least one week prior to the intended release date.
4. Press releases will be reviewed by the Office of Communications for content, as well as appropriate grammar and style.
5. Office of Communications will determine the timing and approval of press releases.



IV. **Media Access to CSU Campus and Facilities**

1. All media members are asked to contact CSU Director of Communications so that CSU may assist in facilitating visits to campus, including notifying public safety personnel, and providing parking arrangements that can assist in maximizing your time on campus.
2. **Members of the press are highly encouraged to notify Office of Communications of intent to film on campus film, report, or broadcast live from CSU property.**
3. Access to classrooms, offices, athletic facilities, and all residence halls is prohibited without prior permission from the university. Delaying or infringing upon normal operations may result in being asked to leave campus.
4. Media vehicles must be parked legally and display any required permits
5. Equipment, vehicles, and personnel ay not restrict the flow of traffic or access to buildings, event spaces, or fire lanes.
6. Media are not allowed in any location on campus, indoor or outdoor, deemed to be hazardous or unsafe. Such locations should be marked and secured by appropriate safety personnel.
7. During emergencies, access to campus may be restricted and CSU may require media to remain within a designated media staging area for law enforcement or safety reasons.
8. Television/film/other production crews should contact Director of Communications, and follow facility rental process and agreements.

Please note, this guidance is not exhaustive, and additional parameters may be established as necessary in line with the general principles noted above. CSU



employees who see unaccompanied media on campus are asked to contact the Office of Communications.

V. News Conferences

1. University Communications is the only on-campus entity granted the authority to call and hold news conferences on behalf of the university.
2. News conferences are reserved for major university announcements with the intention of efficiently sharing timely, pertinent information with the media and to meet their needs.
3. CSU Athletics may convene news conferences on matters related to athletics.
4. All other departments and university partners should coordinate with the Office of Communications directly.

VI. Spokespeople

1. When there is a request for public comment on behalf of the university Coppin State University senior leadership, Director of Communications will assess the most appropriate spokesperson to deliver messaging on the topic at hand.
2. Coppin faculty or staff should neither speak on behalf of the university, nor interpret university policy unless approved by the administration as a spokesperson.
3. Faculty may discuss topics related to their areas of academic expertise after the inquiry is vetted by the Office of Communications.



4. Spokespersons should file contact information with Office of Communications so they are reachable, and respond in a timely manner.