



JACKSONVILLE UNIVERSITY

MARKETING & COMMUNICATIONS

PHONE: 904.256.7021

EMAIL: MEDIA@JU.EDU

Media Policy

Jacksonville University is proud it has an open media policy and works with the news media to promote the institution, its news, events, students, alumni and faculty through various ways. Most media inquiries and media outreaches are handled by the News Director in the office of Marketing and Communications (ext. 7042).

The following practices apply to all Jacksonville University employees, faculty, trustees, officers and subsidiaries on interacting with news media representatives. News media refers to but is not limited to representatives of newspapers, magazines, newsletters, online publications, television and radio.

Inquiries

Defined as incoming phone calls, requests for interviews, requests for information, requests to visit campus for media/story/coverage purposes.

All media inquiries should be sent to the office of Marketing and Communications so the department can help fulfill the request and assure that messaging is approved and appropriate. **ASSUME ALL MEDIA REQUESTS ARE URGENT/DEADLINE TODAY.**

If you receive a call from working media, writers, reporters and/or editors, please ask their name, outlet they work for, their contact information, subject matter they are interested in and their deadline. Tell them you or someone on campus will return their call within their deadline to provide the information. Call the office of Marketing and Communications for assistance handling the request.

Jacksonville University complies with all applicable federal and state laws regarding the retention and release of personal and/or educational records of all current employees and students.

Outreaches

Defined as any JU-led effort to inform media of stories, information, news, data, events or other JU-related item of interest.

Media relations efforts for the institution are handled by the office of Marketing and Communications. The office manages all the communications to media including developing ideas, messaging and news materials and distributing them to the proper outlets, writers or markets. The office guides spokespeople and sources on campus to perform interviews as needed. President Tim Cost serves as chief spokesperson for the university when news is related to the university's vision, programs and daily business, and in case of crisis or controversial JU-related situations. Other sources on campus are authorized to speak to media on a case-by-case basis and typically speak within their areas of specialty, experience or area of study. If you have a qualifying media relations need, please call the office of Marketing and Communications to discuss.

Unannounced Media on Campus

All visiting media should have pre-authorization to visit campus. While our media policy is open and we enjoy a good relationship with working reporters and media outlets, no reporters, writers, editors or the like should be on campus without permission and/or without notification of the marketing department and campus security.

Crisis Communications

There is a comprehensive crisis communications policy and manual that accompanies this policy. In case of a crisis, please inform the office of Marketing and Communications immediately.

Social Media

There is a comprehensive social media policy and manual that accompanies this policy. In case of a social media incident or crisis, please inform the office of Marketing and Communications immediately.