



Procedure # 72001.5

PROCEDURES FOR COMMUNICATIONS AND MARKETING

To ensure that institutional policies, positions and responses of Grambling State University are accurately and effectively communicated through interviews, news releases, and news conferences.

PROCEDURES

1. Questions from news media which relate to University policy or a University position, stance, or response as an institution should be forwarded to the Office of Communications and Marketing. In turn, University Communications and Marketing will work with the appropriate senior administrator to frame the response and determine who would be the most appropriate and effective spokesperson.
2. University Communications and Marketing should take the lead in arranging a news conference, including making the decision as to whether a news conference is warranted. This will help ensure that news media are contacted and that the time and place of the news conference will encourage the best possible news coverage.
3. At the time of any University emergency, all official statements, announcements or interviews relating to that emergency will be coordinated through the President's Office and University Communications and Marketing. A person will be designated as the spokesperson for media inquiries.
4. Suggestions for photographic coverage of news-worthy events should be directed to University Communications and Marketing. Assignments will be made according to:
 - (a) a potential use of a photograph by the news media or a University periodical, and
 - (b) availability of a photographer.