



## **Guidelines for Working with the News Media**

The Public Relations Office (PR) regularly responds to media requests and initiates media contact to promote programs, activities and developments at the university that may be of interest to the public.

Newsworthy information is produced and disseminated by the PR Office, the university's official information source. News releases are issued by PR unless special arrangements have been made by the office to issue a joint release or work with an outside partner. Releases are posted on the NSU Newsroom website, [www.nova.edu/prmc/public-relations](http://www.nova.edu/prmc/public-relations), and are tagged for inclusion on appropriate nova.edu web pages.

Athletics, the NSU Art Museum Fort Lauderdale, the Alan B. Levan NSU Broward Center of Innovation and NSU University School are authorized to handle media interactions and release information directly to media, but they must partner with Public Relations on strategic announcements, initiatives or crises.

If an administrator, faculty or staff member or student is contacted directly by the media to comment as a source on a topic or issue, they must contact PR so the office can provide counsel and support. PR officers may be contacted through the office's website, [www.nova.edu/prmc/public-relations](http://www.nova.edu/prmc/public-relations).

PR maintains long-term relationships with members of the news media and must be aware of media interest in topics related to the university. The office often follows up with the media and provides important additional information on the stories they are pursuing.

Faculty or staff who have ideas for news stories should email PR through the office's website, [www.nova.edu/prmc/public-relations](http://www.nova.edu/prmc/public-relations). Should PR officers determine a story is newsworthy, the office will work with an individual, college or unit to craft a message to be sent to the news media. If a subject isn't likely to be of interest to media PR may develop a strategy to create media interest. Stories that may not be of interest to the news media may be disseminated through internal communications or other communications channels.

PR promotes NSU subject matter experts to the media when they can provide information or comment on a topic in the news. When such a situation occurs a PR officer will contact an NSU expert, discuss the opportunity and determine their interest and availability. These experts play a vital role in raising the university's recognition and PR strongly encourages them to work with the media. The office offers media relations training.

Media outlets routinely contact PR on a variety of subjects and it is most often their first point of contact. When an individual is contacted directly by the media it is best to be polite, take a message from the reporter and then speak with PR to determine the best course of action.

Always be truthful and courteous when speaking with members of the media. If you cannot provide the information the media member needs, take a message and then contact PR. The office may be able to identify another resource, at NSU or elsewhere, for the reporter.

If an individual cannot speak with the reporter at the time they call, they should arrange another time for the interview that will accommodate the reporter's deadline. Always respond to media as quickly as possible because speed of responsiveness is key to media coverage in the story they are covering and it establishes reliability that may lead to future coverage.

Subjects should assume anything said during an interview is on the record and can be used by a reporter.

PR manages news media interaction during a crisis. It ensures appropriate media outlets are contacted and all factors are considered to maximize the chance for the best possible news coverage. In an emergency or crisis, only designated spokespersons may speak on behalf of the university unless approved by PR.

### **AUTHORIZED AND UNAUTHORIZED MEDIA ACCESS**

Reporters or media personnel are not permitted on NSU's campuses or sites without authorization of PR.

If a reporter or news crew is unaccompanied on a campus, Irv Harrell, assistant director of public relations, (954-945-6471, [iharrell@nova.edu](mailto:iharrell@nova.edu)) or [communications@nova.edu](mailto:communications@nova.edu) and the Office of Public Safety (954-262-8999) should be contacted immediately. PR will contact the news outlet to determine why a reporter is on campus and offer assistance.

Members of the media may not interview faculty, students, staff or visitors, capture images or record audio of them without PR's permission and the individuals involved. Members of the media may not disturb classes or athletics events or obstruct traffic for vehicles or pedestrians at NSU locations.

To protect the safety, privacy and proprietary work of faculty, students or staff, a PR representative must escort members of the media while on university property. Particular protection is given to areas where patients are seen or where proprietary research is being conducted.

Media are not prohibited from setting up with or without NSU authorization on the public roads or spaces outside campus grounds or locations. PR and the Public Safety Department can advise media of these perimeters.

### **RESPONSIBILITY**

Because interactions with media by employees reflect on the university, its faculty, staff, students and alumni, they must be managed responsibly. The university's media relations policy is based on truthfulness, openness and accessibility. Confidential or sensitive information (for example, internal documents, nonpublic information) should not be shared with the news media. Threats

of litigation or complaints that could lead to litigation should be referred to PR, who may consult the university's legal counsel to determine an appropriate course of action.

### **CONFIDENTIALITY**

Sharing of information about the university, its employees, students, affiliates or alumni that would violate such persons' or entities' rights to privacy under federal and state laws and regulations such as the Health Insurance Portability and Accountability Act of 1996 and the Family Educational Rights Privacy Act and other guiding university policies, is strictly prohibited and are regulated by NSU policies.

### **ENFORCEMENT**

Employees having roles or responsibilities covered under this policy are expected to be thoroughly familiar with the policy and its procedures and obligations as they pertain to their roles. Failure to comply with this policy may result in corrective action pursuant to all applicable university policies and procedures.

### **RELATED POLICIES INCLUDE, BUT ARE NOT LIMITED TO:**

- [Brand Standards](#)
- [Conflict of Interest](#)
- [Copyright](#)
- [Employee Policy Manual](#)
- [Faculty Policy Manual](#)
- [Student Conduct Policy](#)