

Number: LIB-006P

Title: Media Relations within the Library

1. PURPOSE & INTENT

This policy helps to ensure the USF Libraries are represented with a clear voice to its public, both internal and external.

The Assistant Director for Library Communications & Marketing, in concert with the USF Office of University Communications & Marketing has primary responsibility for the coordination of the Library's public relations program. This covers such public relations activities as media relations, University events, radio/TV appearances and public speaking engagements.

2. STATEMENT OF GUIDELINE

Media Relations – All official news and information communicated to the news media by Library employees as “official” news releases, statements, tips, and reports, shall be initiated and approved in advance by the Assistant Director of Library Communications and the Dean of Libraries or his/her designee. Employees are encouraged to respond to routine requests for factual information when the requested information is within the employee's area of responsibility and release of the information is timely and appropriate. In those cases where an employee is asked to comment as a representative of the university on policy or position of an issue, approval should be received prior from their Director, Associate Dean, or the Dean.

News Conferences – All official USF and Library news conferences are to be planned, coordinated and arranged through the USF Office of University Communications & Marketing.

Radio & Television Appearances – All employees are encouraged to respond to print and online interview requests and to appear on radio and television news and talk programs to discuss their areas of expertise. The Assistant Director of Library Communication and the Office of University Communications & Marketing should be notified of all such appearances.

These guidelines cover all USF Libraries. Services, equipment, and location may vary.