



Media Relations Policy and Procedures

As a public institution, the University of Hawai'i at Hilo and its programs, activities, and plans are of special interest to the public. It is important to present the University both accurately and consistently with the University's mission. The University is responsible for reporting accurate and consistent information to avoid misunderstanding, misinterpretation, or confusion.

In the interest of orderly, consistent and proactive management of the information released to the media, the following policy and procedures is in effect:

Policy

The University Spokesperson is the Director of University Relations (808-974-7567; cell: 808-895-4447). When the Director is unavailable, the Director of Media Relations (808-974-7642; cell: 808-987-1043) will serve as the University Spokesperson.

The University Spokesperson will:

- provide information and respond to inquiries from the news media regarding official University policies, personnel matters, crisis management, emergency situations, University fiscal operations, and other matters which reflect on the standing of the University
- be informed promptly when any member of the UH Hilo community receives inquiries from the news media
- keep the Chancellor and other senior administrators informed of all relevant media situations and inquiries
- in consultation with the Chancellor, prepare statements for the Chancellor to release to the media
- inform the UH Office of External Affairs (808-956-8109) of all relevant media situations and inquiries

The Director of Media Relations will:

- distribute all University news releases, and review and approve those prepared by other members of the University; check with relevant personnel [Chancellor, Vice Chancellor, Dean, and/or designated contact person(s)] to ensure news releases are accurate and consistent
- serve as the University Spokesperson in the absence of the Director of University Relations

- keep the Chancellor and other senior administrators informed of all relevant media situations and inquiries by direct communication or through the University Spokesperson
- retain and file copies of all news releases distributed by UH Hilo, establishing a central locale for all University communication with the media
- ensure copies of all UH Hilo news releases are posted on the websites of UH Hilo and the UH System

The Sports Information Director is responsible for the Athletic Department's news releases regarding athletic events and other department news. However, the Director of Media Relations is responsible for news releases involving personnel and fiscal matters.

Procedures

Responses to Inquiries from the Media

1. Administration, deans, directors, faculty, and staff will not respond to inquiries from the media concerning matters such as personnel issues, crisis management, emergency situations, and University policies and fiscal operations. Instead, they should *immediately* refer such inquiries to the University Spokesperson. This may be accomplished by calling the University Spokesperson and relaying the inquiries, or by asking the media person to call the University Spokesperson directly. The University Spokesperson will immediately inform the Chancellor's Office (Private Secretary or Executive Assistant to the Chancellor) of inquiries.
2. Administration, deans, directors, faculty, and staff may respond directly to media inquiries on ordinary, day-to-day matters such as course information, awards, special events, scholarships, publications. However, all inquiries from the media should be reported immediately to the Director of Media Relations by telephone. Director of Media Relations will inform the Chancellor's Office (Private Secretary or Executive Assistant to the Chancellor) of media inquiries.
3. Administration, deans, directors, faculty, and staff who respond to media inquiries must promptly submit a summary of their responses to the Director of Media Relations, in hardcopy or as email attachments. Director of Media Relations will submit a summary of responses to the Chancellor's Office (Private Secretary or Executive Assistant to the Chancellor).

Approved by the Chancellor:


Donald O. Straney

SEP 30 2010

Date