

Media Relations Policy

Effective Date: October 5, 2009; Updated March 26, 2020

Responsible Officer: Communications Director

I. PURPOSE

The purpose of this policy is to describe the School of Architecture, Planning and Preservation's position with respect to interacting with media representatives. For purposes of this policy, media shall refer to representatives of any media entity whatsoever, including without limitation newspapers, magazines, newsletters, online publications, television and radio.

II. APPLICABILITY

This policy applies to all School of Architecture, Planning and Preservation faculty and non-faculty employees and other representatives of the School of Architecture, Planning and Preservation ("Applicable Individual(s)").

III. POLICY

Interview participation:

It is the responsibility of the School of Architecture, Planning and Preservation Communications Director to initiate and/or respond to media requests and to manage those interactions. When an applicable individual or department is contacted by the media, he/she shall inform the Communications Director.

Applicable Individuals who are presenting at or attending academic meetings or conferences off-site and are approached by media are permitted to respond if they deem it appropriate. However, all dialogue must be confined to information based in academic fact. All comments made to writers and reporters should be made with the expectation that they will be interpreted as the position of the school; therefore, it is important not to offer comments that could be controversial, defamatory or litigious in nature when representing the school. It is the responsibility of the applicable individual to notify the Communications Director of all media interactions and to provide the name of the reporter or writer and the media outlet they represent.

All Applicable Individuals must identify themselves as representatives of the **University of Maryland School of Architecture, Planning and Preservation** when speaking with the media.

Under no circumstances should information pertaining to a case that is in litigation be discussed publicly without the prior approval of the University of Maryland, Office of General Counsel. Furthermore, no applicable individual should promise any media representative that any other individual will participate in an interview without prior approval of the Communications Director.

Consent:

The School of Architecture, Planning and Preservation obtains authorization from those whose photographs are taken with the intent to publicize the school. Their consent allows the school to incorporate these photographs in situations appropriate to the image of an academic institution including release to the news media, to publish likenesses in School publications, on websites, in videos, on CDs or in other recruitment or promotional materials including paid advertising.

No photos of employees or students should be released to the public via advertising, news media or web without the approval of the Communications Director.

Media on premises:

While on-site, media representatives should be accompanied by the Communications Director or an employee designated by the Dean's Office.

Promoting the School of Architecture, Planning and Preservation:

An individual or department that seeks to publicize a program, event or achievement should contact the Communications Director. The office has access to media contacts and will work with applicable individuals to coordinate publicity on appropriate newsworthy issues.

All press releases and statements to the news media that mention the School of Architecture, Planning and Preservation or its employees, agents or representatives shall be routed through and disseminated by the Communications Director. It is the responsibility of each department head to implement procedures to comply with this policy.

Applicable Individuals should use the [Communication Request Form](http://www.arch.umd.edu/communication_request.cfm) (http://www.arch.umd.edu/communication_request.cfm) to provide the Communications Office with the necessary information concerning an announcement or event to be publicized.

Please note: The School of Architecture, Planning and Preservation must also coordinate with the UMD Office of Strategic Communications for particular outreach efforts. Prior to engaging in any sort of media outreach by faculty and/or students, please coordinate with the school's communications director.

Additional Information: Inquiries regarding this policy can be directed to the Communications Director at hinojosa@umd.edu or 301.405.6286.