



Policy 9.1 Media Relations Policy

Responsible Official: VP of Communications

Administering Division/Department: Communications and Marketing

Effective Date: March 30, 2007

Last Revision: November 01, 2013

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Overview

As a major research university, Emory University is committed to the dissemination of knowledge and of timely and accurate information regarding its programs and activities through an effective media relations program. As a major organization in the community, Emory expects scrutiny by both the public and the news media and is committed to informing the community about significant events within the life of the University.

Applicability

This policy applies to individual expressions of institutional positions.

Policy Details

Emory must speak to the news media with a clear, unified voice to ensure that the university is properly and accurately interpreted to the many constituencies it serves. For this reason, the Offices of University Communications and of Health Sciences Communications, under the general oversight of the Vice President for Communications, initiate all contacts and respond to all inquiries from the news media. In addition, these two offices release information about events, programs, research, emergencies and incidents involving Emory. The Vice President for Communications, in conjunction with other University and communications officers, will designate official spokespersons for the University in representing the institution's policies and positions on matters of controversy.

This policy pertains to individual expressions of institutional positions. It is not intended to affect the rights and responsibilities of Emory faculty, staff and students. As outlined in the *Statement of Principles Governing Faculty Relationships*, "Institutions of higher education are conducted for the common good and not to further the interest of either the individual faculty member or the institution as a whole. The common good depends on the free search for truth and its free exposition."

Faculty Handbook, 2002-2003, p. 20. (Names and contact information updated.)

Related Links

- Current Version of This Policy: <http://policies.emory.edu/9.1>

Contact Information

Subject	Contact	Phone	Email
Clarification of Policy	Nancy Seideman	404.727.0640	nancy.seideman@emory.edu

Revision History

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