



UNIVERSITY POLICY

SUBJECT:	ADMINISTRATION	TITLE:	PRESS CONFERENCES AND MEDIA RELEASES		
CATEGORY: Check One	Board of Trustees <input type="checkbox"/>	Presidential <input checked="" type="checkbox"/>	Functional <input type="checkbox"/>	School/Unit <input type="checkbox"/>	
Responsible Executive:	Senior Vice President for Advancement and Communications		Responsible Office:	University Media Relations	
CODING:	00-01-10-115:00	ADOPTED:	07/01/87	AMENDED:	03/24/10

LAST REVIEWED: 03/24/10

I. PURPOSE

To ensure information regarding UMDNJ released to the media is accurate and consistent with University position.

II. ACCOUNTABILITY

Under the direction of the Senior Vice President for Advancement and Communications, the Director of Media Relations, shall ensure compliance with and implement this policy.

III. REFERENCES

- A. Public Events – External Organizations [00-01-10-70:00](#)
- B. UMDNJ Events – Internal Organizations [00-01-10-70:05](#)
- C. Media Release: General [00-01-10-105:00](#)
- D. Media Release: Academic, Clinical [00-01-10-105:05](#)

IV. POLICY

The Director of Media Relations, or in the case of matters pertaining to academic or clinical matters, the school or unit Marketing Directors, will direct the preparation of news releases, statements, or other suitable materials, and/or direct the arrangement of press conferences when necessary.

1. Press conferences should not be contemplated except for developments of major importance (e.g., of sufficient importance to attract radio, television, magazine and newspaper reports from New York City). An example of such an event would be the announcement of a major medical discovery or of an educational policy or University program of precedent-setting nature.
2. Media releases, statements, materials, conferences or other information provided to the media must be cleared with the faculty source, Department Chair, appropriate Dean, Director of Media Relations, and the Senior Vice President for Advancement and Communications, in order to ensure orderly and propitious disclosure and conformity with University policy.

3. Press conferences either co-hosted with or hosted by outside groups should be first cleared with the appropriate Dean, the Director of Media Relations and the Senior Vice President for Advancement and Communications.

By Direction of the President:

Senior Vice President for Advancement and Communications