



Policy Title: **Public Relations and Release of Information**

Policy Number: PS 20

Purpose of Policy: To establish guidelines regarding the release of information to the media by members of the Bellevue University community.

Applies to: All BU employees

Policy Statement:

1. The Public Relations Department has general supervision over release of information to various news outlets (newspapers, TV stations, online news sites, blogs, etc.), as well as shared via the University's social media channels. Faculty and staff are asked to give the supervisor of that office all available information with news value at least one week in advance of the event so the information can be reviewed for appropriateness, and content can be developed and distributed with an eye on the production cycles of various media. Not all information submitted may be determined appropriate for release to media outlets. Because positive media solicitation is a key element of the University's communication program, ideas for content that would positively portray the University, its work or its faculty should be directed to the Public Relations Department. The Public Relations Department should also be notified about negative situations that may develop into a news story.
2. The President, the Vice President, Strategic Partnerships and the Director, Strategic Communications serve as official University spokesperson and convey the official University position on general issues to external media. Depending upon the circumstances, other University leaders and staff may be designated to act spokespersons for specific issues or stories (i.e., Dean of Students).
3. In crisis situations, the Director, Strategic Communications will work closely with the Crisis Management Committee to detail the known facts of the situation and respond appropriately. In such situations, all campus departments should refer calls from the media to the Director, Strategic Communications or her/his designee.
4. No University specific news releases of any kind are to be given directly by any member of the faculty or staff to any media outlet without first obtaining approval of the Public Relations Department. Individuals contacted by the media should direct them to the Public Relations Department and should not release information or comments relating to University business, personnel or operations.

5. Individuals acting in a private capacity may not cite their position/title at Bellevue University when providing media outlets with information, personal opinion, or observations (letters to the editor, appearance on talk shows, etc.), or in any other way which implies that opinions represent those of Bellevue University.

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Supporting Documentation: Not applicable

Keywords: public relations; communications; media; social media; news; news release; spokesperson

Responsible Office: Public Relations Department

Contact Information: Public Relations Department  
402-557-7298

Approved by: Dr. Mary Hawkins

Effective Date: January 22, 2018

Review Cycle and Dates: This policy statement supersedes previous versions of PS 20, dated November 2004.

APPROVED:

/signed/  
Dr. Mary Hawkins, Bellevue University President

1/16/2018  
Date