

## **Dealing with Media Queries (includes Pace University Media Policy)**

*As a rule of thumb, when media call, call Public Information.*

### **Media Policy**

The only people authorized to speak to the media on behalf of the University are the President, members of the Public Information Department, and others designated by the President. Pace faculty members are encouraged to respond to media requests that relate to their own expertise, research, or teaching.

When staff or faculty members are contacted by media, including student media, the University asks that they call Public Information for advice and counsel. Quick turnaround is often critical because most reporters have immediate deadlines. Before consenting to interviews, it is perfectly acceptable to tell a reporter you must call back at a more convenient time. Get the reporter's news organization, name, phone, cell phone, email and deadline, and contact Cara Cea in Public Information at Pace ext. 33312 (914-773-3312), cell 914-906-9680 or [ccea@pace.edu](mailto:ccea@pace.edu), or another member of the department. Feel free to call outside of business hours about media matters.

Our expertise with the media can help interviewees talk through message points and responses and provide tips or comments on a particular journalist or publication. These guidelines are not intended to restrict faculty members from expressing their own opinions after appropriate consultation to become informed, if necessary. Employees should always state that the viewpoints they give are personal and do not necessarily reflect those of their colleagues or Pace University. As noted above, staff or faculty members interested in obtaining media coverage should call Public Information for assistance.

We ask everyone who speaks to the media to notify Public Information so we may look for the coverage.

### **Media Tips**

- Get the reporter's details: Always get essential information from the journalist -- name, organization, deadline, anticipated date/time of print or broadcast, and above all, contact information (phone, cell phone, and email).
- Buy time: Do not feel pressure to respond to a press inquiry instantly. It is standard practice to call the reporter back — the extra time can give you an opportunity to think through your response or contact Public Information for guidance.
- Stay with what you know: If you cannot answer a question or feel uncomfortable, take the reporter's details and contact Public Information. We can search for an appropriate University expert.
- Ask about the issue: As much as the reporter will let you, ask what questions the reporter has or what the focus of the report will be.
- Think fast, talk slow: Reporters favor quick replies. Be prompt, helpful, and honest but think through responses. News media often are on deadlines much tighter than those in academe. All contacts should be responded to as soon as possible. (Media relations staff tries to return calls within one hour, if only to ask for more time.) If you cannot get back to the reporter, have Public Information return the call.
- Do not discuss topics like University policy, legal matters, pending litigation, crises or emergencies, and University personnel and students. Refer these to Public Information.