


<p><b>Name of Policy:</b> <a href="#">Media relations.</a></p> <p><b>Policy Number:</b> 3364-45-01</p> <p><b>Approving Officer:</b> President</p> <p><b>Responsible Agent:</b> Associate Vice President for Marketing and Communications</p> <p><b>Scope:</b> All University of Toledo Campuses</p>	 <p><b>Revision date:</b> June 29, 2020</p> <p><b>Original effective date:</b> January 1, 2008</p>
<p><input type="checkbox"/> New policy proposal</p> <p><input type="checkbox"/> Major revision of existing policy</p>	<p><input checked="" type="checkbox"/> Minor/technical revision of existing policy</p> <p><input type="checkbox"/> Reaffirmation of existing policy</p>

(A) Policy statement

The University of Toledo strives to be as cooperative as possible in responding to requests for information from the media. A positive relationship with the media can help educate the public, increase donor support and enhance the University’s reputation in the community and around the country.

While faculty and staff are encouraged to respond to appropriate questions from the media relating to their areas of expertise, the responsibility of transmitting official statements concerning the university and/or its hospitals is restricted to the Office of University Marketing and Communications as directed by the Executive Director of Marketing and Communications or the Associate Vice President for Marketing and Communications.

The Office of University Marketing and Communications is responsible for media relations, and its staff is available to provide public relations counsel to members of the administration, faculty and staff. The office also provides media training for individuals to become better prepared and more comfortable being interviewed.

Faculty and staff are asked to keep the Office of University Marketing and Communications informed about contacts from the media and interviews conducted. Whenever possible, advanced notice enables the office to provide assistance prior to and during the interview.

Anyone who has questions regarding the media is encouraged to contact the Office of University Marketing and Communications at 419.530.2299.

<p>Approved by:</p> <p><u>/s/</u> Sharon L. Gaber, Ph.D. President</p> <p>Date: <u>March 1, 2020</u></p> <p><i>Review/Revision Completed by:</i></p> <p>AVP of Marketing and Communications, SLT</p>	<p><b>Policies Superseded by This Policy:</b></p> <p>Previous 3364-45-01 effective date: January 1, 2008</p> <p><b>Original effective date:</b> January 1, 2008</p> <p>Review/Revision Date: February 15, 2012, June 29, 2020</p> <p><b>Next review date: June 29, 2023</b></p>
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