

R: President  
A: Vice President, Marketing & Communications  
C: Provost, College Deans, Student Affairs  
I: Campus Community



## California Health Sciences University

### Media Relations Policy

#### I. PURPOSE

- A. To promote public dissemination of accurate, timely information about California Health Sciences University.
- B. To foster a productive working relationship with local and regional news media and establish CHSU as a reliable information source.
- C. To help ensure that CHSU employees and designated personnel follow applicable communication laws pertaining to student privacy, intellectual property, and workplace confidentiality.

#### II. POLICY

- A. **Media inquiries for expert health science information.** CHSU welcomes media inquiries and encourages its personnel to serve as expert sources for news stories, when applicable. Employees should only speak to their areas of expertise but decline the opportunity if they do not have familiarity with the issue to be discussed. This is part of the University's leadership role in the region. Employees who receive such media inquiries must alert the Office of Marketing and Communications, which is the office designated to coordinate media responses and to provide employees with assistance or advice prior to interviews. The Office can be reached at 559-272-8192 or [communications@chsu.edu](mailto:communications@chsu.edu). The Office of Marketing and Communications can help determine if the inquiry is reliable and provide other professional services in working with the media, which can hopefully make the employee's statement more effective and avoid embarrassing the individual (and CHSU by extension).
- B. **Media inquiries for official statements.** Only designated personnel are authorized to speak *on behalf of the University*, such as to express the CHSU's official position on University practices or public issues. In most cases, this is the University President, the Provost, the VP for Marketing and Communications, or a designated Dean or other senior officer. Employees who receive media requests for University policy information or position statements must refer those queries to the VP for Marketing and Communications. The VP will disseminate all news releases and statements on behalf of the University.

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- C. **Pitching ideas to media.** The University appreciates publicity and marketing ideas from Board members, staff, and faculty. Before such ideas are pitched to external media, the Office of Marketing and Communications must first be consulted. That Office has access to numerous news and marketing contacts, access to the official CHSU website and social media, and expertise in preparing media advisories and news releases. The Office will work with members of the campus community to gain maximum exposure for noteworthy programs, accomplishments, and events.
- D. **Media access to campus.** CHSU campus sites are private property, controlled and managed to support the University's academic purpose. Campus sites are not open to unauthorized tours, solicitations, media visits, or video shoots by outside parties. Communications media are routinely welcomed to campus, but all media visitations must be authorized and coordinated through the Office of Marketing and Communications to avoid disruption or distraction. CHSU will make every effort to balance legitimate media access with the need for student and employee privacy.
- E. **Photo consent.** California law protects individuals from unauthorized commercial use of their names or likenesses. Therefore, whenever outside marketing or promotional teams are invited to campus, the visits should be coordinated with the Office of Marketing and Communications, which will work to secure signed consent forms from individuals who may appear in photo or video shoots. These written consents will be kept on file for the appropriate retention period and allow individuals' images to be used in CHSU advertising, publications, recruiting videos, and other promotional communications.
- F. **Student information.** CHSU complies with federal and state privacy laws that provide significant protections for student privacy and limit CHSU's release of students' personal or educational records to news media and the public. In general, the University may confirm only such basic information as enrollment status, attendance dates, and degrees earned. For guidance on these rules, contact the Office of Marketing and Communications before disclosing any student information.
- G. **Intellectual property.** The University creates various proprietary materials and symbols, such as logo marks, that are protected by copyright or trademark. Only the Office of Marketing and Communications may authorize outside entities, such as media companies and sponsors, to publish or display these protected works and symbols. (For guidance on the proper use of CHSU marks and materials, see the separate CHSU Brand Standards.)
- H. **Implementation.** While observing this policy, CHSU departments should also respect and promote a healthy culture of academic freedom, free inquiry, and freedom of expression. Nothing in this policy should be construed as limiting the ability of CHSU employees to speak for themselves and present their own viewpoints. However, employees are expected to comply with this policy when representing themselves as a CHSU employee or otherwise speaking on behalf of the University.

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I. This policy does not limit or otherwise interfere with employees' or students' rights protected under applicable law.

- Policy Owner: President
- Effective Date: 11/23/2022
- Revised Date:
- Approval by Provost: 11/23/22
- Approval by the President: 11/23/22