

# ~~MEDIA INQUIRY POLICY~~

As a representative of the University of Georgia, you may be contacted by the press to comment on current events, athletics, and more. When you are contacted by the media, please adhere to the following policy and best practices.

## **STEPS TO RESPOND TO A MEDIA INQUIRY**

1. Get the name and press affiliation of the interviewer.
2. Ask the interviewer for a deadline for comment.
3. Ask the interviewer for the questions from the interview in written form, if possible.
4. Contact Alumni Association staff at [alumnichapters@uga.edu](mailto:alumnichapters@uga.edu) and provide the questions, deadline for comment, and your proposed responses.
5. Alumni Association staff and/or the Division of Development and Alumni Relations Office of Communications (DARCOMM) will review and respond to you within 24-36 hours. Next steps may include:
  - a. Responses are approved, or slight adjustments are made
  - b. UGA provides an official, standardized response
  - c. UGA declines to respond and further instructions will be provided to you

## **BEST PRACTICES**

Remember, you are being contacted as an official representative of the University of Georgia. Always be mindful of how you are representing UGA when speaking to the press and ensure you demonstrate both pride and professionalism as a spokesperson for the university.

- Inform Alumni Association staff as quickly as possible when you are contacted by the media. They are on deadline and will move on quickly if they don't have what they need.
- Stay positive – do not speak negatively of other schools, students, UGA, etc.
- Do not use inappropriate, rude or vulgar language; do not make any comments that are discriminatory on the basis of race, color, national origin, religion, sex, marital status, sexual orientation, gender identity, age, physical or mental disability.
- Keep personal opinions and actions separate from those made as a representative of UGA.
- If you aren't comfortable commenting to the media, that is fine! But please direct the individual to an Alumni Association staff member instead. UGA needs to know about any and all media inquiries.
- If the story is negative, it may not be something that UGA wants to be associated with, but the Alumni Association/DARCOMM will help you make that call.
- Always treat the media with respect and be friendly. You or someone on the UGA staff may have to work with that individual again.