



UNIVERSITY OF CENTRAL FLORIDA

**Office of the President**

<b>SUBJECT:</b> Public Information and Media Relations	<b>Effective Date:</b> 5/7/2018	<b>Policy Number:</b> 6-002.1	
	<b>Supersedes:</b> 6-002	<b>Page</b> 1	<b>Of</b> 3
	<b>Responsible Authority:</b> Vice President for Communications & Marketing		

**APPLICABILITY/ACCOUNTABILITY**

This policy applies to all university employees, vendors, donors, and volunteers.

**POLICY STATEMENT**

To ensure that accurate, appropriate, and consistent messages are provided to the public and media, the University of Central Florida has designated Communications & Marketing as the division responsible for disseminating news and information with university-wide impact to the public and media. The division is responsible for communicating such news and information through media – including university-owned media and social media.

The division assists university departments, staff, and faculty members with how to best communicate news and in their relationships with media. The division also ensures university-wide compliance with this policy.

In addition, the University of Central Florida expects that university employees, vendors, donors, and volunteers will make clear when communicating individual viewpoints or opinions to the media that such viewpoints or opinions are not those of the university, unless the individual has been authorized by the university to speak on its behalf.

## **DEFINITIONS**

**Media.** Traditional print, television, and radio media outlets, as well as new media, including online sources such as blogs, websites, and social media. This includes university-owned media.

## **PROCEDURES**

The division of Communications & Marketing determines how and when information involving issues of institutional policy or university-wide practice, as well as issues with the potential to impact the university's reputation, are released to media and the public.

The division of Communications & Marketing partners with UCF Police, Emergency Management, and other departments, as necessary, to release information regarding campus emergencies. To ensure accurate and consistent information is shared during an emergency or crisis, official university information released by Communications & Marketing via UCF or UCF Police channels is the only information that should be shared by other university departments in those situations.

Information that does not involve issues of institutional policy or university-wide practice and that does not have the potential to impact the university's reputation may be provided by the individuals responsible for such matters. Examples of such information can include faculty research or department- or college-sponsored events or activities. For information that could impact the university's reputation, individuals must contact the division of Communications & Marketing.

The president and the vice president for Communications & Marketing are the authorized officials who speak on behalf of the university on issues of institutional policy or university-wide practice. Other personnel may be designated as an authorized official by either the president or the vice president for Communications & Marketing.

While all members of the University of Central Florida community are free to speak on any issue or topic, each is expected to make clear that he or she is expressing an individual viewpoint that does not necessarily represent the official position of the university unless the person has been delegated such authority by the president or the vice president for Communications & Marketing.

## **CONTACTS**

Communications & Marketing, 12443 Research Parkway, Suite 301, Orlando, FL, 32826, 407-823-1601.

**INITIATING AUTHORITY** Vice President for Communications & Marketing

**POLICY APPROVAL**  
**(For use by the Office of the President)**

Policy Number:

Initiating Authority:



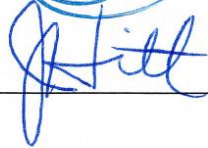
Date: 5.3.18

University Policies and  
Procedures Committee Chair



Date: 4/30/18

President or Designee:



Date: 5/7/18