



SOUTHERN UNIVERSITY *at* NEW ORLEANS
COMMUNITY OUTREACH/UNIVERSITY ADVANCEMENT
PUBLIC RELATIONS

6400 Press Drive • New Orleans, Louisiana 70126
Direct (504) 286-5343 • Fax (504) 284-5525

Public Relations Policy and Procedures
Revised March 15, 2010

As a public institution, Southern University at New Orleans and its programs, activities, and plans are of special interest to the public. It is important to present the University both accurately and in the best possible light; and that information should be released in a clear and consistent manner.

Policy

The primary media inquiry contact for Southern University at New Orleans is the Director of Public Relations in the Office of Public Relations (SUNO PR) at (504) 286-5343. In the event that SUNO PR is unavailable to handle media inquiries or requests, interested parties should contact the Executive Associate to the Chancellor (504) 286-5119.

SUNO PR will:

- Will consult with the Office of the Chancellor to provide a spokesperson for a particular issue, story or event;
- Provide comment or interview via an assigned spokesperson about the issue or event at hand, communicate official University policies as it relates to related issues, stories, crisis management or emergency situations, and the spokesperson will communicate to the public, via the media, other matters which reflect the standing of the University;
- Be informed promptly when any member of the UH Hilo community receives inquiries from the news media;
- Keep the Office of the Chancellor and other senior administrators informed of all relevant media situations and inquiries; and
- Prepare statements for the University on behalf of the Chancellor after consulting with the Chancellor.

The Director of Public Relations will:

- Serve as the University spokesperson in the event no other assigned spokesperson is available;
- Keep the Chancellor and other senior administrators informed of all relevant media contact and inquiries by direct communication or through the University spokesperson;
- Coordinate, edit and distribute all University news releases, including those prepared by other members of the University community, checking them for accuracy and appropriateness with the Chancellor, deans, and designated contact person(s), ensuring that they are phrased in the appropriate style and manner;
- Retain and file copies of all news releases emanating from Southern University at New Orleans, including those released by the Department of Athletics, establishing a central locale for all University communication with the media;

- Ensure copies of all news releases are posted on the web site of Southern University at New Orleans and those releases are shared with the Southern University System.

In the absence of a marketing director, SUNO PR will assume the responsibility of managing the University's marketing tools and collateral including logos, slogan, official University colors and image standards and guidelines.

In the absence of a sports information director, SUNO PR is responsible for the Department of Athletics' news releases regarding athletic events and news.

Procedures

Responses to Inquiries from the Media:

1. Administration, deans, directors, faculty, and staff should not respond to inquiries from the media concerning matters such as personnel issues, crisis management, emergency situations, and University policies and fiscal operations. They should *immediately* refer such inquiries to SUNO PR. This may be accomplished by contacting the Office of Public Relations and relaying the inquiries, or by asking the media outlet(s) to call SUNO PR directly.
2. Administration, deans, directors, faculty, and staff may respond directly to inquiries on ordinary, day-to-day matters such as course information, scholarships, faculty awards and publications; however, they are asked to share their contact with SUNO PR immediately.