

Policies and Procedures

SECTION: Administration	NO. 2.1.1.		
CHAPTER: General	ISSUED: 9/1/95	<i>REV. A</i>	<i>REV. B</i>
POLICY: News Media	PAGE 1 OF 1		

It is important that Creighton University speak with a unified voice, especially on matters of University policy, sensitive issues, legal matters and in emergency situations. As the University's primary voice to the news media, the Department of Public Relations and Information serves as the clearinghouse for information on these matters.

All media inquiries dealing with University policy, emergency situations, legal matters or issues of University-wide concern should be directed to the Department of Public relations and Information. Faculty, administrators and staff should never assume the role of spokesperson for the University unless they have been asked to take that role by the Manager of Media Relations, Public Relations Director or by the University President.

However, the University also recognized that many of its faculty members possess expertise that is of interest to the news media.

Therefore, Creighton faculty members, administrators and staff are permitted and encouraged to comment to the news media in areas related to their academic or administrative expertise. Faculty, administrators and staff should alert Public Relations when they are interviewed by the media to assist the department in tracking media contacts.

Public Relations is available to assist faculty, staff and administrators in preparing for media interests or handling media inquiries. Contact the Manager of Media Relations at extension x2738 for assistance.