

LR OFFICE OF MARKETING AND COMMUNICATIONS – PRESS POLICY

The news media provide an important communication channel to the citizens of Hickory and surrounding communities, the region, state, and nation. Public understanding and support of Lenoir-Rhyne University's programs can be enhanced through the maintenance of strong working relationships with the media and the provision of information in cooperative, coordinated fashion. This policy pertains only to matters related to the University or that would affect the University. Also, persons employed by the University should be clear that they are not representing the University when stating personal opinions.

LR's media policy and practices are based on a commitment to supplying information to which the media have a just and reasonable claim. Policies and practices take into account LR's status as a private higher education institution and federal laws governing the release of information. With that in mind, there may be limitations to protect the rights of students or employees.

CONTACT WITH THE MEDIA

1. It is expected that direct contact between the University and the media will be initiated by or through the Office of Marketing and Communications (OMC). This fosters media confidence in the institution and ensures that the University speaks with "one voice," especially on sensitive issues.
2. The OMC staff are available to assist media with contacting other members of the University community. Contact Cory Butzin (cory.butzin@lr.edu).
3. Student contact information will not be released by the OMC staff without permission of the student. In most cases, OMC staff will connect students with the media.
4. Occasionally, there will be a need for media to contact a member of the administration, faculty, or staff at home after regular business hours. The OMC staff will handle these requests with appropriate sensitivity.
5. If an individual is uncertain as to how much information should be provided to the media, it is appropriate to redirect the inquiry to the next administrative level or to the OMC.
6. All media requests for internal documentation should be directed to OMC staff.

The University has established a separate Crisis Communications Policy that is part of the Emergency Operations Plan. The director of marketing and communications is a member of the University's Crisis Management Leadership Team and is responsible for working with Public Safety, Facilities and Campus Services, and other offices to assess the situation and prepare the University response(s). The Office of Marketing and Communications coordinates release of all information to the media and other internal and external constituents in the event of a crisis or major emergency situation.