

1-29-1999

## UAP 3740: Media Response

University of New Mexico

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### Recommended Citation

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# University Business Policies and Procedures Manual

3740

## MEDIA RESPONSE

Effective Date: July 30, 1982

Revised: 11/01/91

Subject to Change Without Notice

This version was Distributed for the period of: 1-28-99 to: \_\_\_\_\_

### 1. General

It is the responsibility of the University Public Affairs Department to see that newsworthy activities of University employees are brought to public attention in the appropriate communications media. Employees are encouraged to talk with the Public Affairs Department about such newsworthy activities.

1.1. Although the various media are accustomed to receiving University news directly from the Public Affairs Department, media representatives will occasionally consult an employee directly. In such cases, it is expected that the employee answer questions and state views as deemed fit, consistent with the knowledge and honest appraisal of the matter at hand. Employees should inform the Public Affairs Department of any contacts made by the media.

1.2. Employees should remember that the public may judge their profession and the University by what is said to media representatives. Employees should at all times be accurate, exercise appropriate restraint, show respect for the opinion of others, and make every effort to indicate that they are not an institutional spokesperson, unless otherwise instructed by the administration.

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