

LOYOLA MARYMOUNT UNIVERSITY
POLICIES AND PROCEDURES

DIVISION: DIVISION: Marketing & Communications
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SUBJECT: Media Access Policy

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Policy Number: MC005

Supersedes: January 20, 2014

Effective Date: June 15, 2016

Previously Issued: October 20, 2011

I. STATEMENT OF POLICY

The university has designated Marketing and Communications (MarComm) as the first and primary contact with the news media regarding university-wide issues. To ensure that information supplied to media outlets is timely, accurate and complete, and reflects the official position of the university, the guidelines below apply to all contact between media outlets and university staff and administrators.

II. DEFINITIONS

- A. The MarComm Media and Public Relations Office is the point of entry for reporters seeking a university spokesperson, permission to access campus, event and parking passes, a faculty expert, and for all other public and media related inquiries.
- B. University-wide issues are defined as any topic that does not pertain to a faculty member's scholarship, creative endeavors, research or curricular expertise. All information related to university policies, crises situations, emergencies, and/or public relations or administration matters are handled by Media and Public Relations. When the matter is unclear or when potential university-wide issue is developing, Media and Public Relations should be contacted immediately.

III. POLICY STATEMENTS

- A. The university president and vice president for marketing and communications (CMO/CCO) are the only persons authorized to speak on behalf of Loyola Marymount University. These individuals may delegate authority to the director of media relations, the media relations teams, and other campus officials to speak on behalf of the university on specific topics as circumstances warrant.
- B. The university's official newsroom and media resources are maintained at <http://newsroom.lmu.edu>, managed by MarComm's Media and Public Relations Team. The university's Public Relations and Media Hotline is 310.258.INFO (or by

email at news@lmu.edu).

- C. Faculty members may participate in interviews about issues pertaining to their academic expertise without Media Relations' prior authorization. If a reporter or producer seeks an on-campus interview, Media Relations should be notified to coordinate with the Department of Public Safety and the Parking Departments to arrange access to the campus and complementary parking.
- D. Athletics Exemption: The sports information staff in the Athletics Department has the authority to permit sports media on-campus to cover athletics-related news.
- E. LMU staff and administrators must notify Media and Public Relations immediately if news media are coming or have arrived to campus. Media Relations will contact Public Safety and give them the contact information for whoever is being interviewed, and whether they are approved to enter campus.
- F. Once informed of a media visit, Media Relations staff will handle the arrangements and logistics.
- G. All media should be directed to the LMU Drive/Lincoln Boulevard entrance. The Department of Public Safety will detain all media at the entrance to determine where they are going the person they have arranged to meet. The officer will then call the person who is being interviewed to confirm the arrangements and provide instructions on where to send them.
- H. If media arrive at LMU unannounced, DPS will not allow them on campus and will notify Media Relations immediately. This procedure will be followed on weekdays, after hours, weekends and in emergency and crisis situations.
- I. Media Relations may authorize media to access campus unaccompanied by Media Relations staff on a case by case basis.

REVIEWED/APPROVED BY THE UNIVERSITY POLICY COMMITTEE – N/A. Grandfathered