



POLICIES

Effective Date: August 1, 2008

Interim Date: July 21, 2015

Revised: July 1, 2015

Approved by: James E. K. Hildreth, Ph.D., M.D.
President and Chief Executive Officer

Subject: Media Relations - Institutional Advancement / Office of Communications and Marketing

PURPOSE:

This policy provides for the coordination and management of media relations in an effort to supply timely, accurate information to the media and the public while protecting the brand, interests and positive image of the college.

This policy applies to all staff, employees, faculty, and students of Meharry Medical College.

PROCEDURE:

Official Spokesperson

The Associate Vice President (AVP) for Communications and Marketing in the Division of Institutional Advancement serves as the official spokesperson for Meharry Medical College. The Senior Vice President of Institutional Advancement or his designee will serve as the official spokesperson when the AVP of Communications is unavailable.

Responding to Media Requests

Anyone receiving a media inquiry or request for an interview should refrain from responding until the media inquiry/request has been reviewed by the Office of Communications and Marketing. All media requests pertaining to the College, faculty, staff, students and other Meharry Medical College entities must be forwarded to the Office of Communications and Marketing immediately upon receipt. This may be done via e-mail message to media@mmc.edu or voice mail message to 615.327.6282 or 615.327.6251. This may also be done via text message to 615.500.0632.

A representative from the Office of Communications and Marketing will either respond directly to the media request or make contact with the appropriate person to respond on behalf of the College. In the case of an interview, the Communications representative may be present when the interview takes place.

Matters of Personal Opinion

Anyone associated with Meharry Medical College who chooses to give a personal opinion or comment publicly on matters not related to their professional position at Meharry must state clearly that he or she is expressing a personal opinion and is not representing or speaking on behalf of Meharry Medical College. The interview



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participant shall immediately notify the Office of Communications and Marketing of the interview.

Media Presence at Events

If media coverage is anticipated at a Meharry sponsored event or activity, the sponsoring or participating department shall make the Office of Communications and Marketing aware of the date, time, and place of the event at the earliest possible date.

Notifying the Media of Newsworthy Information

The Office of Communications and Marketing is primarily responsible for raising brand awareness of Meharry Medical College, its various centers/subcontracts and main entities [School of Medicine, School of Dentistry and School of Graduate Studies and Research] through proactive media relations.

The Office of Communications and Marketing is responsible for conducting media relations for anything significant and impactful to the College's brand like discovering key research findings, receiving major grants, comprehensive student achievements, and key campus wide events that have been approved by the Division of Institutional Advancement to receive support from the Office of Communications and Marketing.

If there are newsworthy events that may be media worthy, a Media Release Form should be completed and submitted to the Office of Communications and Marketing and a determination will be made as to whether an external media release will be distributed. Types of information that may be newsworthy include the following:

- Individual awards
- Research grant awards
- Publications
- Faculty Promotions
- Special appointments
- Outstanding Achievements
- Community Leadership Appointments
- Community Involvement Awards



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EXHIBITS:

- A. Media Release Form

