

# OREGON STATE UNIVERSITY | NEWS MEDIA CONTACT POLICY



It is in the interest of Oregon State University to cooperate with the news media to publicize its research, educational programs, people, activities and events.

To facilitate media relations, it is university policy that:

- All news sent to the news media — and all media outreach — should be reviewed and approved by the Office of News and Research Communications.
- All press releases or formal, proactive media contacts by university employees should be routed through, handled by and/or coordinated in advance with the Office of News and Research Communications.

This is important in order to meet the university's strategic goals; maintain a level of journalistic professionalism in written and broadcast materials; manage media outreach; use consistent criteria for evaluating potential news stories; and achieve optimal and sustained success in obtaining news coverage.

This policy does not restrict the right of any university faculty, administrators or staff to respond to direct inquiries from representatives of the public news media; answer questions on appropriate topics if the employee wishes to; or otherwise interfere with complete personal and academic freedom and individual expression, such as letters to the editor or op-eds.

The Office of News and Research Communications has extensive experience in working with the public news media; the ability to target thousands of media in specific fields of interest; and an understanding of changing trends and usage demands in the news media. Its professionals welcome inquiries and contact about possible news stories; how to best respond to media requests; and the monitoring of news coverage. They work routinely with newspapers, magazines, newsletters, online publications, blogs, television and radio.

Some exceptions to this policy are made as appropriate, such as with OSU Extension Service faculty for whom local media outreach on specific topics is part of their work. Inquiries about other exceptions should be made to the director of Oregon State News and Research Communications.

The Office of News and Research Communications complies with all applicable federal and state laws regarding the retention and release of personal and/or educational records of all current employees and students, and it complies with all privacy and security laws, including FERPA. The office can also provide advice and counsel on such issues.

More information, including news office [contacts](#), can be found at [oregonstate.edu/news](http://oregonstate.edu/news).

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