

BLACK HILLS STATE UNIVERSITY
Policy and Procedures Manual

SUBJECT: Public Relations and News Media
NUMBER: 10.5

Office: University Marketing and Communications

1. Purpose

The purpose of this policy and procedure is to help ensure the image of the Black Hills State University, including its administrators, faculty, staff and students, is portrayed as accurately as possible in the public and news media, and to develop, using mass communications, public understanding of BHSU programs, activities and events. This policy and procedure describes the BHSU position with respect to interacting with news media representatives.

2. Policy

The Office of Marketing and Communications serves both the BHSU community and the news media as the central resource and primary point of contact for all news media representatives. As the primary liaison between BHSU and the media, the Office of Marketing and Communications shall:

- a. Provide the BHSU community with the standards and direction associated with:
 - i. External news
 - ii. Major news stories
 - iii. Protocol in responding to news media inquiries.
 - iv. Monitoring news media on campus and public information requests.
- b. The Office of Marketing and Communications shall provide information of public and media interest in a professionally prepared format to the news media and via social media, including: writing BHSU news releases, producing the BHSU Alumni Magazine, managing BHSU faculty/staff announcements, and putting out media advisories regarding significant events and activities that enhance the

image of BHSU, and are of interest to the BHSU community and general public as determined by the Office of Marketing and Communications.

- c. Advise and assist in media issues management, including news releases, media advisories, talking points, news conferences, and media strategies.
- d. As appropriate, arrange interviews with administrators, faculty, staff, and students with representatives of news media.
- e. The Office of Marketing and Communication shall serve as Public Information Officer (PIO) for BHSU.

3. Procedures

- a. The Office of Marketing and Communications' editorial team is responsible for disseminating institutional news releases, media advisories and other university information to media outlets and will otherwise make all media contacts for BHSU. Any questions regarding media contacts or coverage should be directed to the Communications Coordinator in the Office of Marketing and Communications.
- b. All written communications with media must conform to Associate Press (AP) style and accepted journalistic standards.
- c. News of major importance must be identified by BHSU community members and planned in conjunction with the Senior Director of Marketing and Communication wee in advance to that senior administrators can be included, informed, and quoted as needed, and announcements planned for major impact.
- d. All externally targeted news releases, excluding those distributed by BHSU Athletics, should be written by and/or routed through the Office of Marketing and Communications.
 - i. BHSU faculty and staff may request a press release be written by submitting a Publicity Request form at BHSU.edu/PublicityRequest.
- e. The Office of Marketing and Communications shall issue a media advisory at the request of BHSU administrator, faculty, staff or student to announce an upcoming event or happening (including news conferences, conferences, seminars) consistent with BHSU positioning, branding and strategic priorities as determined by the Office of Marketing and Communications. Media advisories are sent via

email to the news media and are not generally highlighted on the BHSU website until the appropriate time.

- f. If not previously contacted, the Office of Marketing and Communications should be notified of all news media representatives visiting the BHSU campus by all BHSU employees involved as early as possible.
 - g. The Senior Director of Marketing and Communication serves as the official spokesperson for Black Hills State University. In addition, the Senior Director of Marketing & Communication may designate an official media spokesperson for BHSU on a case-by-case basis, as approved by the President.
4. Responsible Administrator

The Senior Director of Marketing and Communications is responsible for the annual review of this policy and its procedures. The University President is responsible for approval of this policy.

SOURCE: Adopted by President on 02/12/2024