

 KENNESAW STATE UNIVERSITY	Policy Title	Media Relations Policy
	Issue Date	April 15, 2025
	Effective Date	April 15, 2025
	Last Updated	February 13, 2025
	Responsible Office	Office of Strategic Communications and Marketing
	Contact Information	Office of Strategic Communications and Marketing Phone: 470-578-6203 Email: stratcomm@kennesaw.edu

1. Policy Purpose Statement

The purpose of this document is to establish clear guidelines for interactions with news media and to ensure consistent, accurate, and professional communication about Kennesaw State University (KSU).

2. Scope

This policy applies to all employees, academic colleges, business units, and administrative departments. This policy is specific to news media (as defined below) and does not include discipline specific listservs or professional organizations used to publicize student recruitment.

3. Exclusions or Exceptions

This policy does not limit employees' right to express their opinions to the media on public issues or involvement in community activities, nor does it restrict faculty members' ability to interact with the media on topics related to their expertise.

4. Definitions and Acronyms

Media/News Media: This refers to any print, online, and broadcast reporters/writers (including student publications), and the communication platforms they report for, both online and print (e.g., television, radio, newspapers, blogs, and podcasts).

Crisis: An unexpected event or situation that poses a significant threat to an organization's reputation, operations, or public image, potentially causing substantial negative consequences if not managed effectively.

College Communicator: A college employee member who has the responsibility to help promote college initiatives and programs, and faculty research and expertise through marketing and communications practices. This individual typically reports to the Dean.

1. Policy

1. **Official Information Source:** The KSU Office of Strategic Communications and Marketing serves as the designated contact point for the news media and is the source of official information about KSU.
2. **Official Statements and Announcements:** All official announcements regarding KSU's positions or policies on matters of public interest must be coordinated through the KSU Office of Strategic Communications and Marketing. Comments to the media representing KSU's official position should be made only by a designated university spokesperson. KSU employees must not hold themselves as speaking on behalf of the university unless they are specifically authorized to do so.

Press releases, media advisories, and statements will be disseminated solely by the KSU Office of Strategic Communications and Marketing.

3. **Central Coordination:** Generally, all media relations concerning official university business, administrative issues, or university matters are to be managed solely by the KSU Office of Strategic Communications and Marketing. However, given the specialized nature of sports, arts, and museum media, communicators within the Department of Athletics, Robert S. Geer Family College of the Arts (which includes the Zuckerman Museum of Art), and Museum, Archives, and Rare Books may engage in media relations activities and serve as the primary point of contact for their respective areas. However, media relations related to crisis situations must first be coordinated through KSU's Office of Strategic Communications and Marketing.
4. **Proactive Media Engagement:** Colleges or departments seeking to publicize programs, events, or achievements should contact the KSU Office of Strategic Communications and Marketing through a [Media Project Request Form](#)
5. **Media Inquiries:** All media inquiries for official university information must be promptly directed to the media relations team in the KSU Office of Strategic Communications and Marketing. Employees or departments contacted by the news media about university matters should refrain from responding; instead, they should redirect all inquiries to the media relations team as follows:
 - a. Emailed and voicemail inquiries should be forwarded directly to mediarelations@kennesaw.edu or 470-578-6203.
 - b. If a call is received, the appropriate response is to inform the reporter that all inquiries are managed by the university's media relations department at 470-578-6203.
6. **Requests for Faculty Expertise:**

Faculty members directly contacted by the news media for expert commentary on topics related to their academic discipline or research are encouraged to coordinate through the media relations team within the KSU Office of Strategic Communications and Marketing and/or through their college communicator.

Faculty experts interested in serving as media experts should work directly with the media relations team within the KSU Office of Strategic Communications and Marketing. Colleges and units with embedded communications professionals may pursue proactive media opportunities on behalf of faculty experts in consultation with the media relations team within the KSU Office of Strategic Communications and Marketing. This consultation should occur prior to communication with any media outlets, including student media.

7. Media Access to Campus

As KSU is a public institution, members of the media may film and/or interview campus community members in outdoor areas without a media relations escort. However, it is recommended that news media representatives first reach out to the KSU Office of Strategic Communications and Marketing to help facilitate their visits. News media representatives will be accompanied by a media relations staff member or a university employee designated by the media relations team when necessary and appropriate.

Members of the media must receive prior approval and be accompanied by a media relations staff person or designated university staff member to access indoor locations such as classrooms, residence halls, etc.

6. Associated Policies/Regulations

- a. [BOR Policy 6.5 Freedom of Expression and Academic Freedom](#)
- b. [BOR Policy 8.2.18.3 Prohibition on Certain Political Activities; No Official Endorsement or Affiliation and Avoidance of the Appearance Thereof](#)

7. Procedures Associated with this Policy

- a. NA

8. Forms Associated with this Policy

[Media Project Request Form](#)

9. Violations

The Vice President of Communications & Marketing has been delegated authority to enforce and administer this policy in coordination with Academic Affairs and Human Resources. Failure to comply with this policy may be subject to discipline, including suspension or termination, in accordance with applicable University policies.

10. Review Schedule

The Vice President of Communications & Marketing will review the Media Relations Policy annually.

11. Review History

Initial Approval April 14, 2025

*****For use by the KSU Institutional Policy Facilitator Only*****

At Kennesaw State University, institutional policies that have undergone the established shared governance review and feedback process are presented to the President and Provost for final approval. The signatures below indicate this institutional policy has been reviewed and approved by the President and Provost.

DocuSigned by:

11EA3F49C7FD4B9... April 15, 2025

Dr. Kathy S. Schwaig, President
Kennesaw State University

DocuSigned by:

26412C41D0DE4E2... April 15, 2025

Dr. Ivan Pulinkala
Provost and Executive Vice President for
Academic Affairs
Kennesaw State University