JACKSONVILLE STATE UNIVERSITY
Manual of Policies and Procedures

POLICY NUMBER: V:02:01

REVIEW/REVISION DATES: April 1993, May 1997, July 2013, March 2021, July 2026

SUBJECT: Media Relations

APPROVED: Dr. Don C. Killingsworth, Jr., President

PURPOSE

To define the process that Jacksonville State University (JSU) employees must follow when working with the news media.

POLICY

To ensure consistency and clarity in external communications, the Director of Public Relations is responsible for facilitating JSU's contact with the news media. The Director of Public Relations serves as JSU's official spokesperson and liaison to the press.

All professional contact with the news media (including newspapers, television stations, radio stations, magazines, digital publications, etc.) must be pre-approved by the Director of Public Relations. Employees may not speak on behalf of JSU in the press without prior approval from the Director of Public Relations in collaboration with the Office of the President. This does not apply to faculty members discussing their research or serving as subject matter experts within their fields of study.

JSU employees seeking publicity for general JSU events, news and announcements should contact the Office of Public Relations for assistance. All press releases must be pre-approved and distributed by the Director of Public Relations. Additionally, the Director of Public Relations must organize all JSU press conferences. Athletics media relations is under the authority of the Assistant Athletics Director for Media Relations, in collaboration with the Athletics Director.

RESPONSIBILITY

The Director of Public Relations is responsible for this policy.

EVALUATION

The policy will be reviewed at least every five (5) years.