

California State University, East Bay  
MEDIA RELATIONS POLICY & PROTOCOL

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### Governing Principles

California State University, East Bay places the highest priority on media exposure of all types in support of and in accordance with two key University shared commitments

- Quest for academic quality
- Support region served through partnerships promoting education and social responsibility

Responding to media inquiries efficiently, methodically, and strategically allows CSUEB to:

- Ensure the news media portray CSUEB and its programs, policies, etc., accurately to the public, including priority audiences of alumni, friends, faculty, students, and prospective students;
- Disseminate mission-critical information and messages to key constituencies; and
- Meet the expectations of constituents including alumni, donors, elected officials, business leaders, and voters for evidence of, and information about, CSUEB's participation and role in the life of its region and beyond, including its achievements, programs and contributions to the common weal in the news media.

Inquiries from print, broadcast, and electronic media outlet reporters and editors for CSUEB subject-matter experts, or for official comments on a University development or position on a topical matter, are to be handled systematically as a high priority of those involved, according to the following protocol.

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1. Media inquiries and requests for CSUEB experts should be directed to the University's Media Relations Officer (MRO). Typically, such requests involve identifying, contacting, qualifying, and securing the consent of a faculty member to participate in a media interview. The MRO will determine the level of strategic value that the inquiry and potential resulting exposure represents to CSUEB. If the MRO determines that there is value to the University — based on the standing of the media outlet and the subject and nature of the inquiry — the MRO will treat this inquiry as a priority. The University then expects those contacted by the MRO to

respond to that request as a high level University priority and to offer maximum flexibility and cooperation to the extent feasible. If the MRO is not available, the handling of such media inquiries becomes the responsibility of the secondary, tertiary, and quaternary contacts, listed below.

2. Media inquiries for official CSUEB comments or positions should be directed to the MRO, who will determine the level of strategic value and sensitivity that the inquiry and potential resulting exposure represents to CSUEB. In doing so, the MRO will consult with the Associate Vice President, University Communications and/or the University's Public Information Officer (PIO). If there is a need to escalate this consultation, the AVP, University Communications will contact the Vice President, University Advancement and/or the President's Chief of Staff to determine if additional University executives should be involved.

If it is determined that there is value to the University in responding to a media inquiry based on the standing of the media outlet and the subject and nature of the inquiry — the MRO will treat this inquiry as a priority and take the following steps:

- A. The MRO will provide the media representative with a relevant, approved, official written comment, if available and if it has been determined (in consultation, as noted above) that this is the most appropriate and advantageous response.
- B. If there is a request and need for a live interview, and if it has been determined (in consultation, as noted above) that this is the most strategically advantageous response, the MRO will identify, contact, and help prepare an appropriate University executive to speak for CSUEB. These include but are not limited to those listed below. University executives are expected to respond to such inquiries as a high level University priority and cooperate fully to the extent feasible with the MRO in developing a message strategy and statement and in preparing for an interview. Before the President or any cabinet level University executives are asked to speak with and represent the University to the media, the President's Chief of Staff will be consulted first. If a next level University spokesperson is asked to speak with and represent the University to the media, the vice president to whom they report will be notified.
- C. If an appropriate University executive is not available or identified, the MRO will ask the University's Public Information Officer (PIO) to represent CSUEB's position and speak to the media on behalf of the University. The PIO will respond to such inquiries as a high-

level University priority and cooperate fully with the MRO in developing a message strategy and statement and in preparing for an interview.

#### Media Relations Officer Roster

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