



Southern Connecticut State University News Media Policy

Purpose

To provide clear, concise communications, all media inquiries must be channeled through the Office of Integrated Communications and Marketing (ICM). This policy was established to describe the University's position with respect to interacting with news media representatives. For the purpose of this policy, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television, and radio, as well as social media influencers.

Policy

An employee or department that seeks to publicize a program, event or achievement must contact ICM. The media team has access to numerous news media contacts and will work with employees to coordinate publicity or visibility for programs, events or newsworthy issues.

It is the responsibility of ICM to initiate and/or respond to news media requests and to manage those interactions.

Staff

When an employee or department is contacted by the news media, he/she should notify ICM immediately, before providing any information or responding to questions.

Faculty

Faculty who are directly contacted by news media for comment as an expert on topics relating to their areas of study or expertise are encouraged to coordinate through ICM. Communications with news media on behalf of the University or in a manner that officially represents or appears to represent the University must be conducted by the University spokesperson or by administrators and staff as designated by the Office of Integrated Communications and Marketing.

While on University property, news media representatives should, if necessary and appropriate, be accompanied by a University Media Relations staff member or a university employee designated by ICM.

To gain access to the residence halls, news media representatives must be accompanied by an ICM staff member or a university employee designated by ICM.

If an event attracts news media interest, all press releases and statements to the news media will be routed through and disseminated by the Office of Integrated Communications and Marketing. It is the responsibility of each department head to implement procedures to comply with this policy, while also ensuring that academic freedom, free inquiry, and freedom of expression within the academic community are respected and observed.

Office of Integrated Communications and Marketing Contacts

Please reach out to any of the below members of the ICM team if you have a media matter that you need assistance with. In addition to email, please feel free to reach out via phone or teams if the inquiry is of urgent nature.

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