



Southern Connecticut State University

News Media Policy

Purpose

This policy explains how the University works with news media, including newspapers, magazines, online outlets, TV, radio, and social media influencers. To ensure clear and consistent communication, all media inquiries should go through the Office of Integrated Communications and Marketing (ICM).

Policy

Employees or departments that want to promote a program, event, or achievement must contact ICM. ICM manages relationships with the media and will coordinate publicity efforts. They are responsible for handling and responding to all media requests.

Staff

If a staff member is contacted by the media, they should notify ICM before sharing information or answering questions.

Faculty

Faculty contacted by the media as subject-matter experts are encouraged to coordinate with ICM. Any communication that represents—or could appear to represent—the University must be handled by an official University spokesperson or someone designated by ICM.

For events that attract media attention, all press releases and official statements must be handled and distributed by ICM. Department heads are responsible for ensuring their teams follow this policy, while also respecting academic freedom, free inquiry, and freedom of expression.

News Media

While on University property, news media may be accompanied by ICM staff or designee. No media is allowed in residence halls without authorization.

[Contact ICM](#) for more information.