

## UC Merced Media Call Policy for Staff

November 2012

To ensure proper institutional response to inquiries from reporters and editors, the following policy is in effect regarding all incoming media calls.

All incoming media calls should be responded to as follows:

1. The Office of University Communications is the primary campus contact for all media calls. News staff in University Communications should immediately be notified of any call, given the details and asked to respond. If staff members are in a meeting, they should be interrupted. If they are off campus, they should be called on their cell phones. Please use the list below as a guide for other situations.
2. Only those on the list below are authorized to take action on a media call and to give information out to a reporter or editor about the university, faculty members, students, etc. **Please attempt to contact them in the order they are listed.**

<u>Name</u>	<u>Work Phone</u>	<u>Cell Phone</u>
Scott Hernandez-Jason	(209) 228-4408	(209) 756-2368
Lorena Anderson	(209) 228-4406	(209) 201-6255
Brenda Ortiz	(209) 228-4203	(209) 628-8263
Patti Waid	(209) 228-4483	(209) 658-4483
Communications Office	(209) 228-4432	

### What to Do with Media Calls

University Communications at UC Merced is the central contact for all calls from reporters and editors. Whenever reporters call your department or office:

1. Get the name (and proper spelling) of both the publication/entity and the reporter.
2. Notify University Communications immediately – interrupt them if necessary. Media calls require immediate action. Therefore, do everything possible to locate Communications staff or other people identified on the list above.
3. If you take a message, please ask for:
  - a. Deadline for when the information is needed.
  - b. Subject of the call/article.
4. Promise reporters they will hear back soon from us.
5. Please do not volunteer any information to reporters.
6. Please do not forward reporter calls to other departments.

*Approved by Chancellor's Cabinet – 2002; Aug. 2005; Nov. 2008*