

## MEMORANDUM

Jan. 16, 2020

To: ASU System Campus Chancellors  
ASU System Campus Vice Chancellors  
ASU System Campus Marketing, Communications & PR Staffs  
ASU System Staff

From: Jeff Hankins, Vice President for Strategic Communications & Economic Development

Re: Communications & Media Relations Protocol

I want to provide some updated guidelines for communications and media relations protocol that are consistent with the Arkansas State University System responsibilities that have been assigned to me by Dr. Welch and the Board of Trustees.

Routine campus communications operations, internally and externally, are managed and executed by staff at each campus. Newsletters, campus event information, most personnel hirings, awards, social media postings, photography, speeches, and general news releases are examples of these. These operations should not require my involvement, though I'm always willing to provide input upon request.

Examples of communications that should be directed to me include all requests under the Arkansas Freedom of Information Act; requests for information or interviews from state or national media; non-routine requests from state legislators or state agencies; any campus development that might be characterized as controversial or negative and generate news coverage (a significant crime, personnel issues, financial issues, government issues, major accident/incident, etc.); major campus initiatives that could warrant statewide or national media interest; and guest speakers or events that could warrant statewide or national media interest. In these cases, I will be inclusive of the appropriate system and campus personnel based on the situation to provide public relations guidance, draft messages, prepare media responses, and/or write press releases.

Additionally, my role is to work with campuses on major communications and marketing initiatives as they arise. Examples of these would be logo development, website development, strategic marketing plans, student recruitment strategy, major video projects, marketing research, social media strategy, advertising strategy and development of primary campus messages. These are seen as major issues that could have overall ASU System implications.

I'm here to help you any way I can to ensure that we communicate our positive campus stories effectively, handle the occasional difficult issues appropriately, and maximize all marketing efforts to enhance our campus brands and the ASU System.

Please let me know if you have any questions or concerns, or if I need to provide any further clarification.

Thank you!

# Arkansas State University - Jonesboro

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**Effective Date: 07/01/93**

**Number: 06-14**

**Section: University Advancement**

**Subject: Coordination of Public Communication Activities**

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An academic community is the source of much information and knowledge that should be shared with the general public. It is the policy for Arkansas State University to provide accurate and timely information on its wide range of student, faculty, staff and administrative activities which are determined to be newsworthy. Such a responsibility may best be served by observing these guidelines which have been adopted by the university to help carry out such a policy.

## RESPONSIBILITIES

The release and distribution of public announcements concerning the university programs, policies, and activities must be coordinated through the Office of University Communications. Such coordination generally results in the most timely, accurate and effective distribution of public information. Faculty and staff members should consult in advance with the Office of University Communications concerning any information about university activities or records they will distribute to the public, or cause to be distributed, which may reflect on the university's mission, role or policies.

Confusion resulting from the release of public information often is caused by a lack of planning. Coordination and timing are very important. As soon as an event or development in a given academic or non-academic area is scheduled, the responsible person should take the time to plan the information aspect, along with other requirements of a particular program.

Planning can begin by contacting the Office of University Communications to outline the program and the information needs. The Office of University Communications has the responsibility for monitoring public communications policy and for assisting all units of the university in meeting their respective public communications needs.

Reviewed 06/24/13.

# Arkansas State University - Jonesboro

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**Effective Date: 07/01/91**

**Number: 06-15**

**Section: University Advancement**

**Subject: Responding to the News Media**

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The Office of University Communications must be alerted when university personnel are contacted or asked for comments by the news media regarding any news stories or issues that may have university implications.

The Office of University Communications will offer assistance or advice to any university faculty or staff employee who desires such in dealing with the news media. In general, all university personnel should be as cooperative as possible with news media representatives who call or visit seeking information. Queries from the news media involving university actions or policy should be referred to the most authoritative university official on a given matter. If in doubt as to who should respond, the caller should be referred to the Office of University Communications, which will either provide appropriate information or direct the question to the proper source for answers.

## **PERSONAL VIEWPOINTS VS OFFICIAL RESPONSES**

It is not the intent of the university or the Office of University Communications to suppress the flow of news and information from the university. However, when those who represent the university are asked by the news media for information or opinions, their professional association may invariably involve the university in the minds of the public. In that regard it is the university's right and responsibility to define the limits of its involvement.

Personal viewpoints often are sought by media representatives who want to "localize" a state, national or international development. University personnel are natural sources for this information, so they are contacted frequently. Statements of personal opinion about sensitive or controversial news developments, whether on campus or anywhere else in the world, should be clearly labeled as such.

Questions pertaining to the university's actions, policies, or records should be answered as courteously and efficiently as possible by the university official who is most authoritative on that subject.

Revised 6/30/13.

# Arkansas State University - Jonesboro

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**Effective Date: 07/01/91**

**Number: 06-16**

**Section: University Advancement**

**Subject: Public Announcements**

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All colleges, departments or offices shall coordinate with the Office of University Communications well in advance of any university event which needs to be publicized, especially those which may attract interest from the news media or which may reflect on the programs and policies of the university. This practice also will help avoid conflicting events. Postponements, cancellations or changes in time and place should be reported promptly, so that appropriate news media might be notified.

The Office of University Communications is responsible for releasing information concerning the hiring of personnel. Any college, department or office which hires personnel who will have a significant amount of public contact should provide the Office of University Communications with information necessary for adequate publicity.

Official enrollment figures should be announced through the Office of University Communications, with approval of the president, to assure consistency and up-to-date information.

The Office of University Communications also should receive adequate advance notification of new programs and policy changes so that proper arrangements can be made for a release to the news media.

Reviewed 06/24/13.

# Arkansas State University - Jonesboro

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**Effective Date: 07/01/91**

**Number: 06-17**

**Section: University Advancement**

**Subject: News Conferences**

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All news conferences regarding university programs and/or personnel, with the exception of athletics, should be coordinated through the Office of University Communications.

Any college, department or office wanting to make an announcement through a news conference must contact the Office of University Communications for advice and assistance.

In the event an external agency or organization, working in cooperation with university-funded programs, desires to call a news conference, a university representative should contact or refer the agency or organization to the Office of University Communications for coordination.

If a representative of the university is involved in a cooperative effort with any external group planning a news conference or other news activity which may reflect on university programs, policy or personnel, the representative should contact the Office of University Communications as to the time, place and nature of the news activity.

Revised 6/30/13.

# Arkansas State University - Jonesboro

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**Effective Date: 07/01/91**

**Number: 06-18**

**Section: University Advancement**

**Subject: Crisis Communication**

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The Office of University Communications should be contacted immediately when any situation arises which might call for an official explanation or public response. The Office of University Communications shall communicate with appropriate university officials before preparing any official statement or response regarding any emergency or policy statement. In the case of death, the university shall notify next of kin before releasing victims' names. In the event of a campus crisis that occupies the time and attention of key university personnel who would normally provide media interviews, all public communications shall be coordinated and released in a timely fashion through the director of university communications.

Reviewed 06/24/13.

# Arkansas State University - Jonesboro

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**Effective Date: 07/01/91**

**Number: 06-19**

**Section: University Advancement**

**Subject: Protection of Privacy**

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ASU has a moral, and in many cases legal, responsibility to protect the right of privacy of faculty, staff and students. Scholastic and personnel records are to be held in confidence. No transcript information shall be released without the student's consent. Also, discretion should be used in the release of photographs of individuals associated with ASU, particularly in cases where there is reason to believe a person might object to publication of particular photographs.

Regarding particularly the release of information concerning donations and names of benefactors of ASU, the chief development officer in consultation with the president will determine the timing and arrangements for such release or announcement, and coordinate through the Office of University Communications.

Reviewed 06/24/13.

# ASU System Policy

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**Effective Date: May 7, 2010**

**Subject: Commercial Filming and Photography**

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## **1. Purpose**

The Arkansas State University System will protect the intellectual property rights of its campuses, grounds, and marks while accommodating those who desire to film or take photographs depicting University Property.

## **2. Arkansas State University System Commercial Filming and Photography Policy**

Arkansas State University System has strictly protected the use of its campuses and has not opened its campuses as public forums. Commercial advertising on University Property is tightly controlled by Board policy. Legitimate commercial filming or photography on University Property will be allowed so long as those actions are authorized after full review of the proposed activities and determined to be in the best interest of the university. Persons not complying with this policy shall be deemed trespassers and escorted from University Property.

## **3. Definitions**

**Arkansas State University System.** Arkansas State University System (“university”) means any of the constituent campuses which comprise the Arkansas State University System.

**University Property.** University Property means all buildings and grounds of the Arkansas State University System.

**Commercial Filming and Photography.** Commercial Filming and Photography means any reproduction of University Property in any medium including moving films, photography, and digital images which is used to promote a third party’s interest whether or not such interest results in income. Examples include, but are not limited to, television commercials, magazine contents, billboards, electronic signs, newspaper publications, and computer or other electronically created advertisements.

#### **4. Process**

##### **A. AUTHORIZATION**

Any person or entity desiring to conduct commercial filming or photography on University Property, or depicting University Property in film or photograph, must secure permission from the chancellor or the chancellor's designee.

##### **B. APPLICATION**

The person or entity desiring to conduct commercial filming or photography shall complete a written application for access to and use of University Property for commercial purposes. The chancellor or his designee shall review the application giving consideration to the following elements:

- I. Whether university programs or operations will be disrupted by the filming or photography
- II. Whether risks to person and property will result from the filming or photography
- III. Whether university marks will be displayed in the filming or photography
- IV. Whether the proposed filming or photography contains any stated or implied endorsement by the university
- V. Whether the university will incur costs as a result of the filming or photography
- VI. Whether remuneration will be provided for depiction of University Property
- VII. Whether the filming or photography is consistent with the policies of the university
- VIII. Whether the filming or photography will damage the reputation of the university
- IX. Whether allowing the filming or photography is in the best interest of the university

##### **C. APPROVAL**

If the chancellor or designee determines that the application for commercial filming or photography should be allowed, the chancellor or designee shall give approval in writing setting out the conditions under which the filming or photography may occur which may include any of the following restrictions:

- I. Times at which the filming or photography may occur
- II. Locations on University Property at which the filming or photography may occur
- III. Proof of Insurance against personal injury and property damage
- IV. Cash deposit in the event of risk of personal injury or property damage
- V. Remuneration for use of University Property
- VI. Purchase of an appropriate license for depiction of university marks

- VII. Appropriate credit for the use of University Property in screen or print credits
- VIII. Securing appropriate releases from any individual depicted in the film or photograph excluding student athletes who may not appear in any commercial advertisement
- IX. Any other restrictions necessary to protect the interests of the university

**D. AGREEMENT**

The parties shall sign a written agreement setting out the terms under which the commercial filming or photography shall occur. All agreements shall require that any person or entity authorized to film or photograph on University Property shall pay for any property damage or personal injury resulting from the filming or photography and indemnify the Arkansas State University System for any claims made against it as a result of the filming or photography.

(Adopted by the Arkansas State University Board of Trustees on May 7, 2010, Resolution 10-25, supercedes the policy on Taping/Filming of Movies, Commercials, and Documentaries dated July 1, 1991.)