



# TEXAS A&M UNIVERSITY SAN ANTONIO

## **Texas A&M University–San Antonio: Media Relations Procedures**

Texas A&M University–San Antonio seeks to form and cultivate professional and mutually beneficial relationships with the news media that advance both the University and media interests. Through the University Marketing and Communications (MarCom) department, the University ensures that official information is accurately and effectively communicated to the public through news media representatives in a clear, concise and consistent manner.

For the purpose of this procedure, “news media” refers to any representatives of newspapers, blogs, magazines, newsletters, television, radio, podcasts or any other platforms that post or disseminate information for consumption by secondary audiences. All University faculty and staff are responsible for following current guidelines, as described below.

### **I. I. Departmental Functions and Definitions**

A. MarCom serves all departments of the University, and provides support as needed to the A&M University System.

B. Media relations communications include, but are not limited to, press releases, official statements, advisories for events, crisis communication and images.

### **II. Guidelines for News Media Relations**

- A. **MANAGEMENT:** MarCom at Texas A&M–San Antonio manages the University’s relationships with the media, including pro-active dissemination of news and information about events through standard vehicles listed in I.B., responding to news media requests and providing crisis and emergency communication counsel, strategy and implementation.

Communications with news media on behalf of Texas A&M–San Antonio or in a manner that officially represents or appears to represent Texas A&M–San Antonio and/or its interests shall be conducted by administrators and staff designated through MarCom.

An employee or department that seeks to publicize an event, program or individual through news media shall contact MarCom. MarCom offers media-related services. To request support, please submit a Request Support form by visiting <https://www.tamusa.edu/university-communications/>

- B. REFERRALS: MarCom will connect media with faculty and staff resources and facilitate contact. We are committed to making sure reporters have access to our faculty and staff subject-matter experts. This connection not only provides journalists with valuable information for their news reporting, but also highlights the expansive, impactful knowledge and experience of our University faculty and staff.

All media requests, including both external and internal (student) media, should be directed to MarCom by contacting Senior Communications Manager Brance Arnold at (210) 784-1115 or [PR@tamusa.edu](mailto:PR@tamusa.edu) prior to contacting University resources. Requests for Information from news media under the Texas Public Information Act (TPIA) must be forwarded to MarCom at [PR@tamusa.edu](mailto:PR@tamusa.edu)

MarCom seeks to support and be a resource for our student media in an effort to help provide a professional, pragmatic and real-world experience of learning and enrichment. Marketing and Communications is available by contacting (210) 784-1115 or [PR@tamusa.edu](mailto:PR@tamusa.edu) if members of the student media have questions or require additional information or support. All requests for information from or about the University or University matters from student media should start with the student media representative contacting MarCom.

- C. ACCESS: News media are permitted to access the Texas A&M-San Antonio campus to the same extent as other members of the public.

In certain situations, news media must be accompanied by a MarCom staff member or University employee designated by MarCom as follows:

- i. To gain access to residence halls.
- ii. To gain access to private office suites.
- iii. To gain access to classrooms, laboratories and conference rooms while being utilized.
- iv. To gain access to other locations on campus where a general expectation of privacy exists.

Texas A&M–San Antonio provides media with reasonable access to campus but may regulate access in order to comply with state and federal laws on student and personnel data; not disrupt teaching or research; protect the health and safety of students, faculty, and staff; and protect the privacy of students who reside on campus.

D. CAMPUS EVENTS: All members of the news media interested in attending events, capturing video footage or images on campus, or arranging for interviews are required to contact MarCom at (210) 784-1115 or [PR@tamusa.edu](mailto:PR@tamusa.edu) prior to contacting University resources or arriving on campus.

E. GUIDELINES FOR FACULTY AND STAFF: — Texas A&M University–San Antonio encourages administrators, faculty, and staff to comment to the news media on

topics in their areas of academic or professional expertise; sources can freely use their University affiliation and title in this capacity. These interactions and relationships strengthen Texas A&M University–San Antonio’s reputation for intellectual and cultural expertise and its contributions to the local, state, national and international communities.

If administrators, faculty and staff wish to comment on issues or topics **outside of their expertise** and would like to use their University affiliation and title, they must first notify MarCom. Please note: Administrators, faculty and staff who are speaking as private citizens without affiliation to the University are not required to contact Marketing and Communications.

If a member of the media contacts an administrator, staff or faculty member directly, those requests should first be routed through MarCom. This procedure does not apply to trade publications, professional journals, academic publications or list-serves.

This procedure allows MarCom to serve as an intermediary to understand the reporter’s area of inquiry, to anticipate potential questions from the reporter, and to provide our subject-matter experts with time to prepare for a reporter’s interview. Marketing and Communications offers media training to administrators, faculty and staff to help support and prepare for media interviews. Please contact (210) 784-1115 or [PR@tamusa.edu](mailto:PR@tamusa.edu) if you are interested in arranging for media training.