

Dealing with Media Queries (includes Pace University Media Policy)

As a rule of thumb, when media call, call Media Relations.

Media Policy

The only people authorized to speak to the media on behalf of the University are the President, members of the Media Relations Department in University Relations, and others designated by the President. Members of external news media may only come to campus with the permission of a member of the Media Relations staff. Media Relations staff must be present if anyone from an external news organization is on campus.

Pace faculty members are encouraged to respond to media requests that relate to their own expertise, research, or teaching. When staff or faculty members are contacted by media, including student media, the University asks that they call Media Relations for advice and counsel. Quick turnaround is often critical because most reporters have immediate deadlines. Before consenting to interviews, it is perfectly acceptable to tell a reporter you must call back at a more convenient time. Get the reporter's news organization, name, phone, cell phone, email and deadline, and contact Cara Cea in Media Relations at Pace ext. 33312 (914-773-3312), cell 914-906-9680 or ccea@pace.edu, or another member of the department. Feel free to call outside of business hours about media matters.

Our expertise with the media can help interviewees talk through message points and responses and provide tips or comments on a particular journalist or publication. These guidelines are not intended to restrict faculty members from expressing their own opinions after appropriate consultation to become informed, if necessary. Employees should always state that the viewpoints they give are personal and do not necessarily reflect those of their colleagues or Pace University.

As noted above, staff or faculty members interested in obtaining media coverage should call Media Relations for assistance. We ask everyone who speaks to the media to notify Media Relations.

Media Tips

- When media call, get the reporter's details: Always get essential information from the journalist -- name, organization, deadline, anticipated date/time of print or broadcast, and above all, contact information (phone, cell phone, and email).
- Buy time: Do not feel pressure to respond to a press inquiry instantly. It is standard practice to call the reporter back — the extra time can give you an opportunity to think through your response or contact Media Relations for guidance.
- Stay with what you know: If you cannot answer a question or feel uncomfortable, take the reporter's details and contact Media Relations. We can search for an appropriate University expert.
- Ask about the issue: As much as the reporter will let you, ask what questions the reporter has or what the focus of the report will be.
- Think fast, talk slow: Reporters favor quick replies. Be prompt, helpful, and honest but think through responses. News media often are on deadlines much tighter than those in academe. All contacts should be responded to as soon as possible. (Media relations staff tries to return calls within one hour, if only to ask for more time.) If you cannot get back to the reporter, have Media Relations return the call.
- Do not discuss topics like University policy, legal matters, pending litigation, crises or emergencies, and University personnel and students. Refer these to Media Relations.