

CONTACTS WITH THE MEDIA

WHEN A REPORTER CALLS

If you are contacted or approached by a reporter, photographer, videographer or other representative of the news media regarding:

- An official university matter, or
- A matter of institutional policy.

UHD employees should immediately forward the request to the University of Houston Downtown Division of Public Affairs at 713-221-8010. Please take time to gather the reporter's name, news organization and phone number or email address. This will allow us to return calls quickly and provide a quick, professional and official university response.

WHEN YOU SEE A NEWS REPORTER OR PHOTOGRAPHER ON CAMPUS

If a news photographer or reporter is observed on campus, immediately notify the Division of Public Affairs. Our campus is a public facility and reporters and photographers have access to campus, but students also have a right to privacy. The Division of Public Affairs will work with news organizations to balance the two. While many news organizations let us know they will be here in advance, others might simply stop by to get the perspective of college students, faculty or staff.

NEWS RELEASES

Faculty, staff and students should submit items with potential for attracting attention from the news media to the Division of Public Affairs at least three weeks in advance of events and activities. We like to send out a release at least two weeks in advance of an event or deadline. This gives news directors and editors more time to consider using the material and it results in a better placement rate. Please note that more lead time may be necessary to improve the placement rate.

WHEN A REPORTER CALLS ABOUT YOUR AREA OF EXPERTISE

If you are contacted or approached by a reporter who wants information from your field of study and to tap your professional expertise, UHD encourages you to consider agreeing to the interview. It's a way the University can give back to the community and it provides the University with free public exposure in the newspaper, on television and radio and in various other information outlets. You can help strengthen the University's brand when you tell your story. However, questions about policies, university-wide activities, and other general questions are handled by the Division of Public Affairs.

In addition to waiting for calls, you can work with the Division of Public Affairs to initiate them. If you are an expert in an area that is making headlines, call the Division of Public Affairs and we will see if there is local news media interest. For example, if your academic area of expertise is presidential politics, we can make sure area reporters have your name, phone number, and background information before a local presidential primary. Please always make sure that the reporter knows you are affiliated with the University of Houston-Downtown and encourage them to use the information in the report.

BEFORE AN INTERVIEW

The Division of Public Affairs offers free training sessions about what to expect when working with the media. We offer these to put you at ease before an interview and to provide information about how news organizations work, what you can expect to happen in an interview and tips in getting your information across accurately. If you want to arrange training, call the Division of Public Affairs at 713-221-8010.

If you notify the Division of Public Affairs before you do an interview, we can work to capture the results in a newspaper article or in a recording of a television or radio news or information program.

Reference:

UH – Downtown Policy Statement

09.B.02 - [Release of Public Information and Advertising](#)

Question: I am employed in the Financial Aid Office at UHD. A local newspaper reporter called and asked me to comment on how our students are reacting to the latest federal regulation requiring payback of student loans. Can I answer the reporter's questions?

Answer: The Division of Public Affairs at 713-221-8010 should answer the reporter's questions.

Question: I am a faculty member with expertise on educational policy and curriculum. A news program has called and asked for my opinion on the impact of new education legislation on pedagogical strategies. Can I respond to the news program?

Answer: Contact the Division of Public Affairs at 713-221-8010 to review the item prior to responding to the news program.