

Park University

Media Policy Guide



Park University realizes the benefit of maintaining good working relationships with the various media organizations that serve the University, both on a local and national level. The relationships established with the media are based on mutual trust and respect. Effective media relationships can help further the University's image and reputation, as well as ensure distribution of University news to the communities we serve.

Park University's Office of Strategic Communications staff works with local and regional news media in the cities and areas where Park has a campus, as well as with national and international news media. OSC staff ensure University constituents (students, faculty, staff, alumni, donors, friends, parents, community members, etc.) are aware of Park's various events, achievements, academic programs, community programs and innovations. Along with traditional news media, OSC staff are also charged with managing the University's primary social media accounts (Facebook, X [Twitter], Instagram and LinkedIn) and assisting the University's executive staff with strategic communications plans and needs.

The Office of Strategic Communications produces:

- News releases and high-level news alerts distributed to media outlets

- The Crow's Nest*, an electronic newsletter for students, faculty and staff nationwide

- Weekly Update*, a voicemail message sent to faculty and staff

- Publications such as *Park University Magazine* and *Report to Investors*, in conjunction with the Office of University Advancement

- University-related speeches, presentations, digital signage and videos

In addition, the OSC staff provides the University community with various e-mail and text alerts, especially as they relate to severe weather and emergency situations. The team maintains the University's official writing style guidelines and is a go-to source for University-related history, in conjunction with Park's Frances Fishburn Archives and Special Collections team.

NEWS MEDIA INQUIRIES/POLICIES

Park University requires all members of the news media to contact the Office of Strategic Communications in advance before visiting any of Park's campuses across the country, and to request and/or conduct interviews with students/faculty/staff, on or off campus.

- Primary contact: Brad Biles, director of communications and public relations, brad.biles@park.edu /

- Office: (816) 584-6888; Cell: (816) 914-3321

- Secondary contact: Erik Bergrud, chief strategic communications officer, erik.bergrud@park.edu /

- Office: (816) 584-6412; Cell: (816) 686-3480

To request an interview with an intercollegiate athletics coach or student-athlete:

- Parkville (Mo.) Campus athletics: Jordan Brown

Please note that journalists/news media will be escorted at all times (typically by a member of the OSC team) while on campus. Access to buildings/classrooms/student housing is strictly prohibited without the appropriate

Authorized spokesperson

The official spokesperson for Park University is the president, followed by the provost, chief strategic communications officer and the director of communications and public relations. Additionally, all other University executive team members and senior leadership are authorized to speak on behalf of the University as it relates to their specific area(s) of responsibility. Subject matter experts representing Park University are determined by the director of communications and public relations and/or the chief strategic communications officer.

Written materials for the media

Articles written for public distribution must be submitted to the Office of Strategic Communications for general editing, University style and policy proofing, as well as possible needed graphic and/or photographic assistance. This policy includes items such as letters to the editor where the author identifies as a Park University faculty/staff member. This does not include articles written for academic journals/792 8()-9(a)-5(re)7()] TJET@.00000

