
MEDIA POLICY

Title:	Media Policy
Policy Number:	GA 52/08.18
Effective Date:	September 2018
Issuing Authority:	Development - Communication and Alumni Relations Office

1. RATIONALE

The Rafik Hariri University is a major higher education institution and often attracts considerable interest from local and national media. The University Media Policy sets out the principles that underlie the University's approach to media relations, and the procedures for coordinating and managing media activities.

University media activities include but are not restricted to media releases, event promotions, event media coverage, and community members' media interviews.

2. POLICY

All university media activities must be coordinated with the RHU Development - Office of Communication and Alumni Relations at RHU. The Office of Communication and Alumni Relations cooperates with credentialed news media seeking to find out more about RHU.

Principals:

- Only designated senior administrators may speak on behalf of RHU or represent the university's strategy, mission, or position on any internal or external affair.
- RHU employees have the right to react and respond to news stories in their personal and individual capacity.
- No RHU employees may act in response to news stories on behalf of the university without prior coordination and consent from the RHU Development- Office of Communication and Alumni Relations.

Media coverage for an event:

The Office of Communication and Alumni Relations is responsible to contact media outlets including newspapers, TV, and radio to coordinate media coverage for an event.

Procedures:

- The Communication and Alumni Relations Office requires around 10 working days' notice to communicate with the media and ensure that a media coverage is arranged.
- Media coverage for an event requires the designated college/department or office to prepare a summary of the event in the language specified by the media outlet to complement the footage that will be taken for the event.
- Based on the scope of an event, a media campaign can be coordinated with the Office of Communication and Alumni relations.

Considerations:

- Only credentialed news media are allowed to seek access to university facilities to cover an event
- Broadcasting live from campus is subject to the permission granted by RHU to specific Television credentialed news media.

Interviews

The Office of Communication and Alumni Relations will contact the media outlets to arrange for interviews with faculty or staff members whose work is being promoted to the media.

Procedures:

Interviews with faculty or staff members will be arranged based on a request by the designated academic or administrative unit. The office requires one week to arrange for an interview on radio or TV.

Considerations:

- The faculty/staff member is required to be ready to provide detailed information and a concise and descriptive summary about the importance and impact of the work being promoted about the project/event/study being promoted.
- For interviews on TV, high resolution pictures or a short video that complements the media exposure may be required.

News Releases

News releases that needs to be communicated to the media are stories that are meant to promote an upcoming event, feature an event or activity that has taken place, highlight impactful research findings by a faculty member or an RHU research group of faculty and students, or prestigious awards and recognitions attained by RHU faculty, staff, student, student organization or alumni.

Procedures:

- News releases that needs to be promoted to the media should be prepared by the specific academic or administrative unit at RHU.
- News releases can be either in English or Arabic.
- The news release will be reviewed by the Office of Communication and Alumni Relations prior to release. Every effort will be made to accommodate the specific wordings however, the Office reserves the right to edit the content of all news releases according to best practices.
- News releases about upcoming events will not be covered too far and too long in advance of an event
- News releases should be communicated to the media the soonest following an RHU event or activity. News about events or activities that have taken place within the past 48 hours are not accepted.
- News releases issued by, or in conjunction with a partner agency, should be reviewed by the Office of Communication and Alumni Relations prior to release
- High resolution graphics need to be provided to accompany the text

Considerations:

- News releases that are meant to promote upcoming events are announced to the news media only if they are open to the entire university community, the general public and/or the media.
- The story must be of interest to multiple audiences and conveys specific impact that is meaningful to a broad population.

- Research findings to be featured in news items should be accepted for publication in a peer-reviewed journal or presented at a recognized scientific meeting or conference
- Awards stories are selected depending on the prestige of the award, or the person the award is named for. The award should be recognizable across academia or by the general RHU community.
- The Office of Communications doesn't cover:
 - Stories for which only partial or limited information is available
 - Research that has not been approved by the chair, dean or appropriate designee in the relevant college, or research that is not accepted for publication/published in a reputable journal.
 - Academic conferences that will not include new research findings by RHU or that do not involve presentations by globally renowned scholars
 - Topics that have already been announced or covered previously
 - Galas/receptions/ceremonies that do not feature widely known speakers or confirmed guests or are closed to the entire RHU community or public at large.

When the Media Initiates Contact with RHU Faculty or Staff

- Faculty and staff who are approached or invited to give interviews on research, class activities or scholarly opinions on current events are encouraged to alert the Office of Communication and Alumni Relations so that the Office may track coverage
- When representing RHU to the news media, it is important to be prepared and clear (avoid using academic or professional jargon)

3. STAKEHOLDER IMPACT AND SCOPE

It is the responsibility of each RHU faculty and staff member to familiarize themselves with RHU University Media Policy relevant to their area of work, and execute their responsibilities in accordingly. This policy will also impact our students, alumni, and external audience.

4. RELATED DOCUMENTS

- > University Communication Policy
- > Catalogue

5. APPROVAL AND REVIEW

OFFICER RESPONSIBLE: VP for Development

AUTHORITY: University Administrative Board

POLICY REVIEWED BY: University Administrative Board

EFFECTIVE DATE:

REVIEW DATE: As needed

REVISION HISTORY:

RELATED POLICIES: All University Policies and Procedures

FINAL APPROVAL BY THE PRESIDENT:

Signature:

Date: