

MEDIA POLICY

Title:	Media Policy
Policy Number:	GA 52/08.18
Effective Date:	September 2018
Approval and Review:	Revised and approved on October 22, 2024
Issuing Authority:	Development - Communication and Alumni Relations Office

1. RATIONALE

Rafik Hariri University (RHU) is a leading higher education institution that often attracts significant attention from local and national media. The University's Media Policy outlines the principles guiding its approach to media relations, as well as the procedures for coordinating and managing media activities.

University media activities include, but are not limited to, media releases, event promotions, media coverage of events, and interviews with university community members.

2. POLICY

All University media activities must be coordinated with the RHU Development – Office of Communication and Alumni Relations. This office collaborates with credentialed news media seeking information about the University.

Principles:

- Only designated senior administrators are authorized to speak on behalf of RHU or to represent the University's strategy, mission, or official positions on any internal or external matters.
- RHU employees have the right to respond to news stories in their capacity as individuals.
- No RHU employee may respond to news stories on behalf of the University without prior coordination and approval from the RHU Development Office, Office of Communication and Alumni Relations.

Media Coverage for Events

The Office of Communication and Alumni Relations is responsible for contacting media outlets, including newspapers, TV, and radio, to coordinate media coverage for university events.

Procedures

- The Office requires at least **10 working days' notice** to coordinate with media and arrange coverage.
- The designated college, department, or office must prepare an event summary in the language specified by the media outlet to complement the footage recorded during the event.
- Depending on the event's scope, a media campaign may be coordinated in collaboration with the Office of Communication and Alumni Relations.

Considerations

- Only credentialed news media are permitted access to university facilities for event coverage.
- Live broadcasts from campus require prior permission from RHU and apply only to credentialed television news media.

Media Interviews

The Office of Communication and Alumni Relations arranges interviews with faculty or staff whose work is being promoted.

Procedures

- Interviews are scheduled upon request by the relevant academic or administrative unit.
- A minimum of **one week's notice** is required to arrange radio or TV interviews.

Considerations

- Interviewees must be prepared to provide detailed, concise, and clear summaries of the significance and impact of their work, project, event, or study.
- For TV interviews, high-resolution photographs or short videos that complement the media exposure may be requested.

Media Releases

Media Releases are intended to promote upcoming events, highlight recent activities, showcase impactful research, or celebrate prestigious awards earned by RHU faculty, staff, students, organizations, or alumni. Media Releases may be distributed as written documents or as video content prepared by the Office of Communication and Alumni Relations.

Procedures

- Media Releases must be prepared by the relevant academic or administrative unit.
- Releases may be written in English or Arabic.
- The Office of Communication and Alumni Relations will review all Media Releases before distribution. While efforts are made to respect original wording, the Office reserves the right to edit content following best practices.
- Media Releases for upcoming events should not be issued too far in advance.
- Media Releases must be sent to the media as soon as possible after an event or activity, and no later than 48 hours post-event.
- Releases issued in collaboration with partner agencies require prior review by the Office of Communication and Alumni Relations.
- High-resolution graphics or accompanying video content must be provided.

Considerations

- Only events open to the entire University community, the public, or the media are eligible for promotion.
- Stories must appeal to multiple audiences and demonstrate meaningful impact.
- Research featured in news items should be published or accepted for publication in peer-reviewed journals or presented at recognized scientific conferences.
- Award announcements are selected based on the prestige of the award or the namesake, with relevance to academia or the RHU community.

Exclusions

The Office of Communication and Alumni Relations does not cover:

- Stories with incomplete or limited information.
- Research is not approved by the chair, dean, or relevant designee, or not accepted/published in reputable journals.
- Academic conferences lacking new RHU research findings or globally recognized speakers.
- Topics already announced or previously covered.
- Galas, receptions, or ceremonies without widely known speakers or guests or those close to the RHU community or public.

When the Media Initiates Contact with RHU Faculty or Staff

- Faculty and staff approached for interviews on research, class activities, or expert opinions are encouraged to notify the Office of Communication and Alumni Relations to track media coverage.
- When representing RHU in media engagements, it is important to be well-prepared and communicate clearly, avoiding academic or professional jargon.

3. STAKEHOLDER IMPACT AND SCOPE

It is the responsibility of every RHU faculty and staff member to familiarize themselves with the University's Media Policy as it pertains to their area of work and to fulfill their related responsibilities accordingly. This policy also affects students, alumni, and external audiences.

4. RELATED DOCUMENTS

- > University Communication Policy
- > Catalogue

5. APPROVAL AND REVIEW

Approved by RHU Administrative Board on October 22, 2024