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I. POLICY SUMMARY

The Division encourages academic staff to seek and pursue opportunities to communicate research-based information to appropriate clientele as an integral element of their extension and public service mission. Coordination with Office of External Relations (OER) Communications units is encouraged.

OER Communications units serve as the primary points of contact with the news media for information about the Division and its programs. Information Representatives (IRs) serve as primary resources for implementing Division communications priorities. IRs fill the essential role of:

- translating the Division's communications priorities into specific action recommendations,
- assisting Division academic and non-academic personnel in developing effective communications programs, and
- managing and/or monitoring communications opportunities toward successful conclusions.

Under supervision of the Director--OER, IRs counsel Division Specialists, Advisors, Program Managers, Regional, and County Directors in:

- identifying communications opportunities,
- planning communications programs,
- contact with media,
- communicating affirmative action policies and programs, and
- training in mass communications skills.

IRs, under direction of the Director--OER, handle communications with news media, and writing assignments including news releases, news tips, and articles. IRs assist, as time permits, in the drafting of publications and scripts.

Some agricultural colleges and Division special programs also maintain writing/media positions to serve specific needs. To ensure efficient use of resources and to serve the Division's overall interests, existing writing/media positions maintained in programs and/or colleges are recognized in the OER structure as IRs. Such positions receive primary work assignments through their supervisors, but also coordinate with the Director--OER to ensure efficient promotion of their subjects in relation to Division priorities and flexibility in meeting all Division needs.

II. DEFINITIONS

III. POLICY TEXT

Division Policy

The following guidelines apply to Division staff in relations with radio and television outlets:

The Division encourages the use by staff of free broadcast time in pursuit of UC's education and public service mission.

The purchase of air time by any subdivision of the Division is forbidden except by written permission of the Vice President because such purchase can endanger UC's qualification for free public service airtime.

Without written approval of the Vice President, the name of the University or its subdivisions--CE, DANR, EFNEP, etc.--may not be used in such a way as to constitute an explicit or implicit endorsement of any commercial product, service, or political cause.

Certain broadcast programs, e.g., those that focus on topics such as explicit sexual matters or sensationalist rumor-mongering, do not provide appropriate settings for Division involvement.

Appearances on such programs should be avoided.

When agreeing to appear on any broadcast, Division staff should make certain that they are fully conversant with the current knowledge base of the subject to be discussed and UC policy. They should decline requests for information on subjects beyond their area of expertise.

Where time permits, Division staff should seek the guidance of the OER before appearing on any broadcast or series of broadcasts produced outside of UC. In any case, Division staff should inform the OER of any radio, TV, or cable appearance and the subject discussed.

Division staff members are free to appear on whatever broadcasts they like AS INDIVIDUALS. However, when they are identified on the air as UC employees, they are acting as agents of UC and must abide by these policies.

Within policy guidelines, County or Statewide Special Program or Project Directors may approve participation by their staff members in either unsponsored or sponsored broadcasts.

Refer situations in which there may be doubt to the Director--OER or appropriate IR, for review.

IV. COMPLIANCE / RESPONSIBILITIES

V. PROCEDURES

VI. RELATED INFORMATION

VII. FREQUENTLY ASKED QUESTIONS

VIII. REVISION HISTORY

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