Media Relations

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<tr>
<th>Section: Operating/Administrative</th>
<th>Policy Number: 1030</th>
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<tr>
<td>Responsible Office: Media Relations</td>
<td>Effective Date: 03/03/03</td>
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<td>Revised: 01/27/05; 03/12/13</td>
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The Office of Media Relations is the only liaison between the University and the news media: TV; radio; newspapers; magazines; and any other news organizations. It is the only University office authorized to speak on behalf of the University, its President, Administration, Faculty and Staff.

If you should receive a phone call from someone identifying him or herself as a reporter or a representative of a news organization, the University requires that you refer the call to the Office of Media Relations at 718-990-1621 (or ext. 1621).

**Services Offered by the Office of Media Relations**

Whether planning an event, launching a new program or just looking to get some well-deserved attention for an achievement, the Office of Media Relations can maximize your visibility and make sure you get the news media placement you desire. Media campaigns can include:

- News release creation and distribution
- News media placement of professors as experts in their fields
- Media training
- Targeted outreach to specific media outlets
- Photography services (where applicable)

An employee’s failure to abide by this policy may result in disciplinary action by the University, up to and including termination of employment.

The Office of Media Relations is located on the Queens campus in Newman Hall 123A. The Director of Media Relations has regular branch campus office hours in Manhattan, Staten Island and Oakdale. Hours are announced at the start of every semester.