

## **Baruch College Policy on Speaking to Members of the Media – for non-faculty senior administrative, managerial, professional, and support staff**

### Purpose and Scope

Baruch College's ongoing relationship with the press is an invaluable asset. One of Baruch's strategic goals is strengthening the recognition and reputation of Baruch's faculty, schools, and programs among reporters so that the media helps us to deliver the message of academic excellence and connection to timely issues. We have developed a College-wide Policy on Speaking to Reporters to facilitate important communications needs and organizational safeguards including:

- Constructive, unified relationship building with the media
- Notification of the President, Vice President, or CUNY Central, if appropriate
- Coordination with the content of other College communications efforts
- Coordination with outreach initiatives at CUNY (CUNY is often looking for things happening at the Colleges to feature and promote)
- Use of existing resources and information, including photographs
- Support of your message with website content
- Coordination of event promotion

Effective immediately, the following policy shall be required for non-faculty senior administrative, managerial, professional, and support staff at Baruch College:

### Conversations with Members of the Media

Staff members who receive a media inquiry on a Baruch and/or CUNY matter must inform the reporter that it is College protocol for all press calls to go through the Office of Communications and Marketing (OCM) at 646-660-6105. In the event of an inquiry on a Baruch and/or CUNY matter, please promptly advise OCM's News Director or Chief Communications Officer of the press inquiry by calling 646-660-6105 yourself so that the press office can follow up on the inquiry or contact. Staff members should not agree to be interviewed unless they have cleared an interview with OCM's News Director or Chief Communications Officer and informed their Dean or Vice President. This applies to all external media outlets with the exception of *The Ticker*, *The Graduate Voice*, and *WBMB radio*. Staff members may respond directly to inquiries related to the individual's academic subject matter expertise. Sports information staff may interact directly with the media as well on the subject of Baruch athletics.

Additionally, if staff or faculty would like to publicize their activities in the media, they should consult with the College's press office. The Baruch press office must be aware of the entirety of Baruch's interaction with the press to coordinate properly with the College as a whole and to advise the President and the Vice President of College Advancement.

### Contact Information

Baruch College Office of Communications and Marketing  
One Bernard Baruch Way, Box A-1503 [Street Address: 17 Lexington Ave., room 1503]  
New York, NY 10010  
Tel. (646) 660-6105, Fax (646) 660-6104  
[communications@baruch.cuny.edu](mailto:communications@baruch.cuny.edu)

Baruch College's Chief Communications and Marketing Officer is Christina Latouf  
Tel. (646) 660-6114, Fax (646) 660-6104  
[christina.latouf@baruch.cuny.edu](mailto:christina.latouf@baruch.cuny.edu)

Adopted by the Cabinet of Baruch College on September 8, 2006