

<b>Public Information Policy</b>	Procedure Number	691.1
	Effective Date	4-1-19

**1.0 PURPOSE**

The public information policy ensures that communication to the public is accurate. The policy is designed to avoid multiple or conflicting “positions” as well as to facilitate a consistent college voice. The Office of PRM serves as a liaison between the college and the public. This policy is not intended to impede UA-PTC faculty and staff’s access to the press or freedom to make public statements. The Office of PRM recognizes the rights of academic freedom and freedom of expression as provided by the First Amendment.

- A. The Office of PRM and the Chancellor’s Office are the offices on campus from which statements concerning the official college position is to be communicated to the media and the public.
- B. All media contacts to the college must be directed to The Office of PRM. Your cooperation will ensure that UA-PTC speaks to the public it serves with clear and consistent language.
- C. All media must be escorted on-campus by a member of the Office of PRM or its approved delegates.
- D. UA-PTC is responsible only for the content of public information released through the Office of PRM.
- E. The Office of PRM Director will direct reporters to the proper university official for direct comment on stories affecting an individual school or area.
- F. College officials interviewed or contacted for an interview shall inform the Office of PRM. The subject matter and content of the interview should be contextual with the college disciplines. A disclaimer or distinction should be made between official and personal comments and when speaking on behalf of the College.
- G. Nothing in this policy is intended to affect the responsibility of faculty members for their scholarly publications and personal involvement in community activities; nor is it intended to affect an individual’s rights to express his or her personal views as long as those views are not attributed to the college either directly or indirectly.

These guidelines are for faculty and staff to use when interviewed by the media in cooperation with UA-PTC stories or reactions to stories generated by The Office of PRM, or when referred by The Office of PRM for their comments. These guidelines are included for your information and to assist you in your relations with media. If you have any questions about the public information policy or the Office of PRM guidelines, please direct them to Tim Jones at [htjones@uaptc.edu](mailto:htjones@uaptc.edu) or 501-812-2760.

**2.0 REVISION HISTORY**

Adopted on: 4-1-19  
 Revised on:

**3.0 PERSONS AFFECTED**

UA-PTC employees

**4.0 DEFINITIONS**

**5.0 PROCEDURES**

REQUIRED APPROVALS	NAME/SIGNATURE	DATE
Originator(s) Name(s):	Public Relations and Marketing	1-1-19
Ratified by:	College Council	3/15/2019
Recommended by Chancellor (Signature)	Margaret Ellibee	3-15-19
UA Policy Alignment		

