

## **MEDIA PROTOCOLS**

St. John's University  
Updated: March 11, 2019

This Media Protocols document outlines the proper procedural steps to take when working with news media (print, internet, television, and radio) and is designed to ensure that the University is able to provide clear and accurate information in a way that is consistent with our Catholic and Vincentian identity.

### **Media Requests:**

The Office of Media Relations serves as the main point of contact between members of the media and the entire University community. The Office of Media Relations has only one spokesperson authorized to speak to the media on behalf of the University in an official capacity. Further, the Office of Media Relations is the only office, University-wide, that can coordinate and facilitate interviews between the news media and members of the University community.

Official Spokesperson:

#### **Brian Browne**

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If a call from the media is received, kindly indicate to the media representative that you will pass the information on to the **Office of Media Relations (718-990-1621** or [mediarelations@stjohns.edu](mailto:mediarelations@stjohns.edu)) and that they will be hearing from the Office. You can also suggest that in the future, the member of the media contact the Office directly with their requests. **Even if asked, please do not provide a comment or give information to a member of the news media.**

### **Media Opportunities**

Members of the University community may have the opportunity to speak to representatives of the news media. The Office of Media Relations welcomes these invitations from the press as they are very often a great way to showcase to external audiences the expertise of faculty, the work of the faculty and staff, and student success stories. To help ensure an accurate portrayal of the University, it is essential that the media are treated professionally and that their requests are facilitated expeditiously by the Office of Media Relations.

### **Protests / Demonstrations / Leafleting**

If you learn of a protest, demonstration, sit-in, or organized leafleting campaign, please immediately contact the Office of Media Relations (ext. 1621). The Office will coordinate the proper response and make outreach to the various constituencies on campus that would need to be made aware of such developments. If a member of the Office of Media Relations is not immediately available, please contact Public Safety (ext. 6281)

### **Unannounced Visits from the Media**

If a member of the media is on the Queens campus, or any of the branch campuses, unaccompanied by staff from the Office of Media Relations, please inform the Office of Media Relations immediately. If the Office of Media Relations is not reachable, please contact Public Safety (ext. 6281).

### **Press Releases**

It is very important for the University to share good news about scholarly work among faculty, student success stories, and upcoming events that might garner press attention. All press releases must be reviewed by the Office of Media Relations prior to distribution. The Office will make it a priority to disseminate the information as broadly as possible and within the window of time that would allow for the most media coverage.

**Press Events / Conferences**

Requests for press events and press conferences must first be reviewed and fully organized by the Office of Media Relations. If an opportunity for a joint-press conference presents itself, the Office of Media Relations will coordinate with the outside organization. Thank you for your support and cooperation. Should you have any questions or concerns, please contact the Office of Media Relations.

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