



LHU Policy No – LHU-30
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Media Relations Policies and Procedures

PRESS RELEASES/MEDIA ADVISORIES

Lock Haven University's Office of Strategic Communications serves as the information liaison between the University and the external communities and is responsible for a broad range of public relations functions including developing and disseminating University information from all internal constituency groups including but not limited to the office of the president, senior administration, staff, faculty, and students.

All press releases, media advisories, position papers, and any other information intended for external audiences must be routed through the Office of Strategic Communications, specifically the Assistant Director of Media Relations, Julie Stellfox jms833@lockhaven.edu.

PROTOCOLS

The following protocols are intended to proactively facilitate the effective dissemination of news and information to the external community and media in a consistent and cohesive manner.

MEDIA ACCESS TO LHU'S FACILITIES

Although Lock Haven University is an open campus for visitors, access for media requires prior approval from the Office of Strategic Communications. In the event a reporter reaches out to you, please inform Elizabeth Arnold (earnold@lockhaven.edu 570-484-2293) or Julie Stellfox (jms833@lockhaven.edu 570-484-2280). In the event the reporter is requesting access to a faculty or staff member or program, a representative from the Office of Strategic Communications must either provide approval and/or accompany the media representatives to facilitate the visit. Without prior permission from the University, access to classrooms, offices, and all residence halls is strictly prohibited. Media personnel who interfere with or delay LHU's normal operations may be asked to leave campus. In crisis situations, please do not make any statement on or off the record to any media representative, please refer them immediately to the Executive Director of Strategic Communications, Elizabeth Arnold (earnold@lockhaven.edu; 570-484-2293).

PRESS RELEASES/MEDIA ADVISORIES

The Office of Strategic Communications is the **only** office on campus permitted to distribute news releases on behalf of Lock Haven University and its administrative and academic units. By directing all communications to media through the Strategic Communications, the University will maintain a professional, journalistic communication style and ensure materials are reviewed for a consistent, appropriate public image for the institution.

Any member of the LHU community – faculty, staff, students – can request a press release or a media advisory for their news or event. Releases and advisories will be placed on the University website, sent to area media outlets for possible publication, and may appear on the University’s various social media accounts. Events announced through media advisories also will be placed on the University’s online events calendar: <http://www.lockhaven.edu/helios/>.

All press release and media advisory requests must be made by completing an online form. All forms will be reviewed by Strategic Communications staff, who will determine if a release or advisory will be created and distributed to area media outlets. Not all requests will result in coverage.

Press Releases

If your release is following an event, the request must be made within **2 weeks or less** of the event. Requests made after that timeframe may not be publicized.

Media Advisories

Media advisory requests must be made **3 or more** weeks in advance of your event or RSVP/registration date. Only events that are open to the public will be considered for a media advisory and sent to the local media. All others will be placed on the University’s online events calendar and possibly campus TV screens and social media accounts.

Event Coverage/Photos

Requests for Strategic Communications staff to cover on-campus events will be fulfilled on a limited basis and must be made at least **3 or more** weeks prior to the event.

Release approval will be made based on the following:

1. Is the release keeping within the University’s mission?
2. Is the release appropriate to appeal to the news media or other intended audiences?
3. Will the release help to meet University branding, communications, and marketing goals?
4. Will the release produce the desired results?

CONTACT WITH EXTERNAL MEDIA

1. Members of the faculty and staff are free to respond to requests from the media regarding their research, teaching, or professional experience. In such cases, Strategic Communications should be notified as soon as possible as the request may require follow up or additional requests involving Lock Haven University personnel. This is done in an effort to coordinate a consistent University response. Faculty, staff, and students have the right to refuse to participate in any news opportunity. In an effort to respect the academic freedom of faculty, any faculty member who seeks to respond or develop a position paper or article can do so without the input of Strategic Communications if they include the following print media disclaimer either in a byline or at the beginning or end of the article. “The views and opinions expressed in this article are solely those of the author(s) and do not necessarily reflect the views of Lock Haven University, its president, or any other representative.”
2. All occurrences, both positive and negative, which involve the University, its employees, students, parents, alumni, and/or donors, where a media outlet is seeking a comment, should be directed to the Office of Strategic Communications.
3. **News conferences:** The Office of Strategic Communications is the only on-campus entity granted the authority to call and hold news conferences on behalf of Lock Haven University.
4. **Spokespeople:** The Executive Director of Strategic Communications is the official spokesperson for the University. However, where appropriate, the president/executive director may allow other personnel to perform interviews or stand-in as a subject matter expert for a specific story. Although faculty are free to discuss topics related to their areas of academic expertise, no one is permitted to speak on behalf of the University, nor interpret University policy, unless designated by the administration as a spokesperson.
5. **Student-related inquiries:** Any media inquiries involving students should be directed to Office of Strategic Communications.
6. **Faculty/staff inquiries:** Any media inquiries involving faculty or staff should be directed to Office of Strategic Communications.
7. **Public record inquiries:** Pennsylvania’s State System of Higher Education (PASSHE) currently has a public records protocol and all public records inquiries should be directed to the **Open Records Officer, William Hanelly or his assistant Krisy Meeker at 570-484-2505.**

SOCIAL MEDIA

Although social media allows for fast and easy conversation, it also has raised questions and concerns regarding communication behaviors. Lock Haven University supports the use of social media and offers guidelines for connecting through such channels with stakeholders of Lock Haven University. The following policies will provide guidance on effective and safe communication.

- **Use of University brand assets:** Use of University brand assets by non-University entities or with non-University products or services without institutional approval is prohibited. Permission for use of brand assets can be granted by contacting the Office of Strategic Communications. University brand assets may not be used when the use:
 1. Conflicts with University policies.
 2. Is considered to contain obscene, indecent, or profane material.
 3. Adversely affects the University's reputation.
 4. Promotes discrimination based on a person's age, creed, color, national origin, race, handicap, religion, gender, or sexual orientation.
 5. Promotes illegal activities.
 6. Endorses or implies University support of any kind, be it professional, political, etc.
- Confidential information about Lock Haven University and all related affiliates should never be posted on social media.
- All posts on social media channels must be completely accurate and transparent. In the event that information posted is incorrect, corrections will be made. Any posts that are threatening, obscene, abusive, call out/threaten a student, faculty or staff member by name, or is otherwise unacceptable will be immediately hidden or removed, depending on the situation.
- Administrator(s) contact information should be sent to the Office of Strategic Communications to be kept on file.
- Opinions of administrators shall not be posted through University social media platforms. All administrators will use professionalism when acting on behalf of Lock Haven University.
- Attention should be given to copyrighted materials as well as the use of photographs, logos or graphics. Use of the aforementioned materials should be accompanied by written permission.

There are several LHU-affiliated social media accounts, including athletic teams, clubs and organizations, campus offices and departments. All affiliate accounts must be registered with the Office of Strategic Communications and follow brand guidelines for social media, including the usage of approved logos, colors, tag lines, etc. For a database of LHU-affiliated accounts, visit www.lockhaven.edu/universityadvancement.

BRAND GUIDELINES

To thrive in the highly competitive higher education market it is imperative that we convey the Lock Haven University name clearly, consistently, and prominently across all communication platforms.

As a University community, we must work together to ensure that communications from every college, department, and office arise from a clear and uniform voice — thus promoting the Lock Haven University brand with continuity to all prospective students and stakeholders.

The purpose of this guide is to provide detailed standardized usage guidelines for Lock Haven University brand assets. Following these guidelines will establish a uniform brand recognition and awareness, which is crucial to our continued success as a public institution committed to providing our students a high-quality, affordable education.

LHU Logos: Correct Usage

The Lock Haven University primary logo must have a .5” clearance all around. No text or images may appear within this space, and logo should always be placed at least .5” from any border.

The recommended minimum height of the LHU logo should be .75”.

The crimson logo should always be used when possible. If printing on a crimson background or another background that crimson does not show up well on, use the black or white options. The black logo should be used only on a white or light colored background when the crimson logo cannot be used. The white logo should be used only on a black or dark color background when the crimson logo cannot be used.

LHU Logos: Incorrect Usage

The Lock Haven University logo is a standalone design element, meaning it must appear separate from all other elements in every application.

To ensure clear messaging and brand identity, it is essential that no words or images crowd, overlap, or merge with the logo. In addition, the logo is a registered trademark and may never be altered in any way.

All LHU logos should never be:

- Cropped
- Stretched or skewed/distorted
- Colorized
- Angled or rotated
- Overlapped with graphic elements
- Nothing inside the box
- Distressed or faded
- Do not add text
- Background image with logo on top
- Altered in any way

University Mascot

Lock Haven University's mascot is the Bald Eagle and must always be referred to as such. Our mascot is named Talon. Any reference to LHU's mascot other than Bald Eagles or by name other than Talon is a brand violation. LHU Bald Eagles should never be referred to as the Eagles, Golden Eagles, etc.

LHU Color Palette

Lock Haven University's official colors are crimson and white. Gray is often used as an accent color within the primary color palette. Due to the differences inherent in printing processes, paper stocks, and screen calibration, maintaining consistent color matches often proves difficult.

The ink-matching system known as Pantone Matching System or PMS provides color matching standards. In any printing situation, the PMS, RGB, or CMYK (4-color process) equivalents should be used to specify ink colors.

Secondary colors should be reserved for accent elements only. Black and bleached cedar are the preferred colors for body text to maximize legibility.

Some special exceptions to these colors may be extended for promotional and specialty items.

**This policy has been in existence for many years prior to 2010 with an exact date unknown. We are using 2010 as a default original and/or update date.*