

# Guidelines for Media Relations

## Engaging with UCM

The Media Relations department within the University Communications & Marketing division at Carnegie Mellon University oversees media strategy at CMU, including implementation for university-wide initiatives that involve cross-collaboration between multiple schools, colleges or divisions, high-priority events and announcements, and strategic partnerships.

UCM also serves as a resource and strategic partner to media relations professionals across the university. Ways we can help include:

- Assessing value and validity of any inquiries you might receive
- Media training for faculty, staff or students who might have upcoming media engagements (need 2 weeks' notice)
- Supplementing a pitch list (need 1 week's notice)
- Supplementing pitching (need 1 week's notice)
- Tracking media coverage on specific campaigns
- Assisting with op-ed creation and placement (need 3-4 weeks' notice)

Cassia Crogan, director of media relations, is your point of contact.

[ccrogan@andrew.cmu.edu](mailto:ccrogan@andrew.cmu.edu)

412-2686-2902

or

You can email [media-relations@andrew.cmu.edu](mailto:media-relations@andrew.cmu.edu).

## Student Journalists

UCM will engage with student journalists in the same manner as it does with all other journalists. Students writing for The Tartan must disclose whether they are reporting exclusively for The Tartan and any affiliations with external outlets where they may also be publishing in a freelance capacity.

## Media Training

We are happy to help with media training for faculty, staff or students. We offer a curriculum and proactive workshop series, but we also can develop a customized session on a case-by-case basis. If there is a specific opportunity coming up, we suggest you reach out two weeks prior to the opportunity to schedule media training.

> [Slides from the media training presentation](#) with best practices, tips and tricks for engaging with media representatives.

## Issues

In a crisis or emergency situation, please reach out to UCM immediately. It's imperative that we

work together to effectively respond and communicate a consistent institutional message.

Additional information, resources and best practices are available through the UCM departments of [Reputation and Issues Management](#) and [Social Media](#).

For Media Relations, all official news releases, statements, etc. should be reviewed and disseminated by UCM, informed by your insights on the situation.

Usually, a media representative will contact you or an individual from your division directly. Please be sure to get their:

- name and media affiliation
- the nature of their call
- phone number and/or email address
- deadline for response

Then, let them know that you or someone from UCM will get back with them. Remember, there is no obligation to speak with a media representative immediately, even if they insist.

If you have questions or concerns about how to handle an issue or potential issue that isn't at the level of a crisis or emergency, UCM is happy to work through it with you.

### **Media on CMU campuses/property**

CMU's media policy: The Carnegie Mellon University campus is private property. The university's standing policy is that all media representatives who have not already coordinated in advance with CMU's media relations representatives are not permitted on campus.

Media representatives are asked to remain on public property. For the Pittsburgh campus, either on the Forbes Avenue sidewalk and not beyond the campus stairs, or on the public sidewalk at Margaret Morrison.

(Note: If media representatives have received prior CMU permission, our general policy is that they should be escorted by a member of the University Communications & Marketing division during their time on campus.)

\*For CMU staff/faculty/etc. who encounter media who indicate that they have been invited: Please, ask by whom and contact a CMU Media Relations representative to confirm prior campus access approval.

For questions and information about other CMU campuses and locations, please contact Cassia Crogan, who will connect you with the appropriate contact or information.

### **Op-eds**

- The best opinion pieces have a clear, persuasive and well-argued call to action. They

should answer the question: **What do you want the reader to do, think or feel as a result of your piece?**

- **Length:** traditionally 600-800 words, depending on the outlet.
- **Objective:** to express an expert opinion on a relevant, newsworthy issue — providing context and an interesting argument to a pre-existing conversation.
- If someone from your division is interested in authoring an op-ed but isn't sure where to begin, we can help organize ideas, ghostwrite, edit and/or pitch for placement. We recommend reaching out to UCM about a month before the desired placement, especially if it is tied to an event, anniversary, specific moment in time, etc.