

<p> : _____ : 3364-45-01 : President : Associate Vice President for Marketing and Communications : All University of Toledo Campuses </p>	<p style="text-align: right;"> June 29, 2020 : January 1, 2008 </p>
<input type="checkbox"/> New policy proposal	<input checked="" type="checkbox"/> Minor/technical revision of existing policy
<input type="checkbox"/> Major revision of existing policy	<input type="checkbox"/> Reaffirmation of existing policy

(A) Policy statement

The University of Toledo strives to be as cooperative as possible in responding to requests for information from the media. A positive relationship with the media can help educate the public, increase donor support and enhance the University’s reputation in the community and around the country.

While faculty and staff are encouraged to respond to appropriate questions from the media relating to their areas of expertise, the responsibility of transmitting official statements concerning the university and/or its hospitals is restricted to the Office of University Marketing and Communications as directed by the Executive Director of Marketing and Communications or the Associate Vice President for Marketing and Communications.

The Office of University Marketing and Communications is responsible for media relations, and its staff is available to provide public relations counsel to members of the administration, faculty and staff. The office also provides media training for individuals to become better prepared and more comfortable being interviewed.

Approved by:

/s/
Sharon L. Gaber, Ph.D.
President

Date:
March 1, 2020