| | | |
|---|---|---|
| | **CVM Policies and Procedures Handbook** | **Subject:** *Policy on News Releases*<br>**Section:** *Administrative*<br>**Number:** *CVM 1.15*<br>**Pages:** *1*<br>**Date:** *02/29/12*<br>**Replaces Policy Dated:** *01/21/85; 10/10/96*<br>**To Be Reviewed Yearly by:** *CVM Committee on Policies and Procedures*<br>**Source:**<br>**Cross Reference:** |

**Policy on News Releases**
**College of Veterinary Medicine**

News items pertaining to the College of Veterinary Medicine and of interest to the general public or MSU community should be discussed with the Director of Outreach. The Director of Outreach should be made aware of potential news items as soon as they are conceived. For example, if an event is to be held at the College that merits publicity, the Director of Outreach should know of the event as soon as it is scheduled so it can receive maximum coverage. It is imperative that a request for after-the-fact publicity be made no later than the day of or the day before the event, and that information about the event be conveyed in that time frame. The news media may not be contacted without first consulting with the Director of Outreach.

Journalistic style of writing will be provided by the Director of Outreach and MSU office he/she is coordinating with such as the Office of Agricultural Communications or University Relations.

Appropriate avenues of distribution will be decided by the Director of Outreach and/or the personnel of University Relations or the Office of Agricultural Communications.

For more information, contact: Karen Templeton, Director of Outreach, Ext. 1100.

Approved: Kent H. Hoblet 5-22-2012

Kent Hoblet, Dean
College of Veterinary Medicine

Date