

## Media Relations Guidelines

Members of the university community are asked to contact media relations as soon as possible if they have been contacted directly by a member of any type of media regarding an interview. We will provide assistance with details such as parking and other logistics to ensure all needs of the media are met.

**Note:** A member of the media relations team must be present when students are interviewed or photographed by any outside party to ensure FERPA and other privacy regulations are observed.

Any department or member of the university community participating in a press release, interview or other media opportunity with an external partner or other non-UMass Lowell entity is asked to contact media relations.

The media relations team is available to provide any member of the university community with media training or other assistance in advance of interviews with the press. Please contact [Christine Gillette](#) at for more information.

## Press Release Details/Guidelines

The media relations team's primary responsibility is to secure news coverage about the university, its people, events and programs. If you are seeking to build attendance for an event, a press release or other contact with the media in advance may be a piece of an overall promotional effort, but that should also include other forms of outreach to your intended audience.

Please provide, via the University Relations form or by e-mailing the media relations team directly, the following information:

- A description of the news to be publicized, including any event dates and times, speakers and participants;
- The name and contact information of at least one person involved with the news. For events, please provide contact information for the public. **Note:** We ask that at least one person who is directly involved in the news being publicized be available for interviews.
- A list of any external partners involved and their roles, along with a contact for each partner;
- Details about whether any students will be involved in the event.
- If the news involves a grant, please list the entity that is issuing the grant and the dollar amount of the award;
- Any additional information that helps underscore why the news to be publicized is of interest to an external audience.

Despite our best efforts, we are not able to place every press release or other information we issue to the media because of a variety of factors beyond our control, such as availability of media personnel or other limits on media resources.