



- n through the Public Relations Office.
- n way supported by the University, the University's role should be acknowledged.
- n Whenever possible, University photographs should be acknowledged. (Photo courtesy of Salisbury University.)
- n Student activities involving the public, including fundraisers by student organizations, should not be construed as endorsements of outside organizations, political parties, individuals or policy positions by the University. Photographs should ensure all campus publications have a common "look" and they adhere to any University, state or federal requirements for certain publications.
  
- n It is University policy that all media inquiries on University activities must be reported to the Public Relations Office. The Public Relations Office is solely responsible for preparing "official" University responses to the media.

News releases announce an event, program offering, faculty or student accomplishment, or appointment. Timing is crucial for sending releases (editors like to receive them three weeks in advance of an event), so we like to have the information at least four weeks prior to the event (or the reply deadline) in order to write, print and receive approval from the sponsoring department, office or individual.

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