

Facilities & Services Policies, Procedures, and Guidelines

Purpose: As an employee of the University of Illinois Urbana-Champaign, it is critical to recognize that all statements made to media outlets or posted online represent F&S and the university. While staff are permitted to speak about their personal experiences and offer opinions to the media as an employee at F&S and the Urbana campus, individuals are not authorized to speak on behalf of the organization or the university regarding official unit operations and initiatives. Also, individuals are not permitted to share information that is prohibited from release under state or federal regulations or that is expressly confidential.

Providing accurate information and maintaining a proper tone are necessary for all media responses. The purpose of this policy is to outline the responsibilities and actions to be taken when contact is made with a member of any media outlet, including but not limited to newspaper, radio, television, and online entities.

Owner: Customer Relations & Communications (CRC)

Policy: All media inquiries shall be routed first to CRC for review and vetting. No one is authorized to speak on behalf of F&S, the campus, or the university regarding official unit operations and initiatives unless approved by the executive director of F&S or a member of CRC.

Guidelines:

1. CRC serves as F&S' chief media representative. As such, a CRC staff member (Steve Breitwieser, manager of communications and external relations, or Malikah Gordon, director of CRC) will evaluate each request and determine how best to respond. CRC will either reply directly or designate a subject matter expert to answer the inquiry. CRC will notify the F&S Executive Director and division or department directors of pending inquiries for consent and approval as appropriate.
2. All media inquiries should be referred to CRC immediately upon receipt, including after hours and on weekends. This timely response includes any correspondence related to interview requests, on-site access, or requested background information.
3. CRC will determine how best to respond and, if necessary, work with divisions and departments on scheduling availability for subject matter experts and/or the development of positional statements or talking points.
4. If a member of CRC is unavailable to assist with an urgent item, inquiries should be referred to Public Affairs and Robin Kaler rkaler@illinois.edu, 217-333-5010, associate chancellor and director of Public Affairs.
5. Unless approved, prohibited activities with the media include responses made via email, phone conversations, text messaging apps, social media accounts, and face-to-face meetings if the employee purports to be speaking on behalf of F&S, the campus, or the university.

Violations: Supervisors are expected to inform and remind employees of their responsibilities in complying with this policy. Employees who violate this policy may be subject to disciplinary actions, up to and including discharge.

Contact: Steve Breitwieser sbreit@illinois.edu, 217-300-2155.

Updated February 2022 - Created December 2010