

## **85.10 Media Relations**

- **85-10-1 Information/Media Assistance**
- **85-10-2 Basic Guidelines**
- **85-10-3 Other Guidelines**

**1. Information/Media Assistance.** In emergency/crisis situations assistance with information and news media matters may be obtained at the Eastern New Mexico University-Roswell (ENMU-Roswell) Office of College Development. The telephone numbers are:

- A. On campus, 404.
- B. From off campus, 624-7404.

**2. Basic Guidelines.** ENMU-Roswell has two basic guidelines to observe in crisis situations:

- A. Only the President, the President's designee or the Director of College Development shall meet with or talk to representatives of the news media.
- B. Only factual information shall be released; no speculation shall be offered.

**3. Other Guidelines.** Other Guidelines are:

A. Administrative and supervisory personnel shall report emergencies to the President or the President's designee and to the Campus Security. They should also be reminded not to speak to outsiders, especially to the media, on behalf of ENMU-Roswell. Complete details are to be made available to the President/designee, including:

- 1. What it is;
- 2. How it began;
- 3. Who is involved;
- 4. What is happening now; and
- 5. What help has been called.

B. Other senior administrators shall be informed as soon as possible.

C. The President, the Director of College Development and any other senior administrators involved shall confer to decide on the appropriate release of information.

D. All calls from representatives of the media are to be referred directly to the College Development Office.