



## Policy UCM003: News Media Policy

Recommended for Approval by:

*Kelly Repinski*

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Vice President for Communications and Marketing

Approved by:

*Jon Anderson*

Jon Anderson, Ph.D.

President

Effective Date:

April 17, 2025

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### A. Intent

This policy serves to manage interactions with the media, ensuring accurate and consistent communication while respecting the privacy and safety of the university community.

### B. Definition(s)

None

### C. Policy

Pennsylvania Western University (PennWest) has established guidelines for engaging with news media, ensuring that information about the university is communicated accurately, responsibly, and in alignment with institutional values.

#### 1. Authorized Spokesperson

The Office of Communications and Marketing is the primary liaison between the university and news media for all campuses across PennWest campuses: California, Clarion, Edinboro, and Global Online — as well as the Council of Trustees, providing support to media functions for each campus.

The Vice President for Communications and Marketing, or their designee, serves as the official university spokesperson.

Faculty and staff may engage with the media regarding their specific areas of expertise but should coordinate with the Office of University Communications and Marketing to ensure alignment with university messaging.

## **2. Media Access and Filming**

PennWest accommodates reasonable requests for journalistic, news-related, non-commercial shooting by members of the media, including newspapers, magazines, newsletters, online publications, broadcast television, and radio.

## **3. Subject Matter Experts**

The Office of University Communications and Marketing is available to assist news media in identifying subject-matter experts on various topics. Representatives can also assist news crews with setting up locations and, when permission has been granted, arranging access to restricted areas.

## **4. PennWest Photographs**

Photographs provided by University Communications and Marketing are to be used—with appropriate credit—for editorial purposes only. Altering these photos in any way that changes their editorial content is prohibited.

## **5. Filming Facilities**

PennWest campuses offer on-campus video and photo spaces available to the news media on a first-come, first-served basis for interviewing or photographing faculty and staff. For more information, contact University Communications and Marketing at [communications@pennwest.edu](mailto:communications@pennwest.edu).

# **D. Procedure(s)**

## **1. News Releases and Publicity**

All non-athletic news releases and publicity materials should be coordinated through the Office of University Communications and Marketing.

Major athletic announcements should be coordinated between the Athletic Director, Sports Information Director, and Office of University Communications and Marketing.

## **2. Media Access and Filming**

News media may conduct photography and videography in outdoor, public, non-restricted spaces on campus. They are requested to notify a media relations representative in the Office of University Media Relations when such video shoots will occur.

For interior spaces, including student centers, libraries, administration and office buildings, classrooms, laboratories, dining facilities, and residences—permission is required from both the Office of University Communications and Marketing and Event Services. The Campus Leadership team for the respective campus should be informed of any filming schedules in advance.

If approved, news media representatives must be accompanied by a media relations representative or a university employee designated by the Office of University Communications and Marketing while filming indoors.

Athletics-related media requests, including those concerning athletic photos/videos, student-athletes, events, and facilities, should be directed to the campus Sports Information Director. The Athletics department is asked to notify University Communications and Marketing of any major press events.

**3. PennWest Photographs**

To request photos or videos related to a news release distributed by the university, contact the Office of University Communications and Marketing at [communications@pennwest.edu](mailto:communications@pennwest.edu).

**4. University Trademarks or Logos**

To request other university images or logos, or for more information on the use of university logos, please refer to Policy UCM001: Licensing, Trademarks, and Logos.

**E. Related Policies**

Policy UCM001: Licensing, Trademarks, and Logos

Policy UCM003: Filming and Photography

**F. Contact Information**

University Communications and Marketing  
[communications@pennwest.edu](mailto:communications@pennwest.edu)

**G. Policy Review Schedule**

All policies will be reviewed every two years or on an as needed basis if a change in Board of Governors, Pennsylvania State System of Higher Education, or Pennsylvania law would create the need for an immediate change.