

MEDIA PROTOCOL

Student Life

CONTACT

First Contact:

Maddie Stephens, Student
Communications Coordinator
Office of News & Information
msteph44@utk.edu
Cell: 865-804-8616
Office: 865-974-3993

Second Contact:

Alyssa Janssen, Information
Specialist
Student Life Communications
ajanssel@utk.edu
Cell: 309-338-7847
Office: 865-974-9200

Emergency/Crisis

Communications Contact:

Owen Driskill, Assistant
Director
Office of News & Information
jdriskil@utk.edu
Cell: 423-552-1971
Office: 865-974-2383

MEDIA ACCESS TO UT FACILITIES

Although the University of Tennessee is an open campus for visitors, access for media requires prior approval from the Office of News and Information.

In the event a reporter reaches out to you, please inform the Office of News and Information or Student Life Communications (contact information listed above). When a reporter requests access to a staff member or program, a representative from News & Information or Student Life Communications must either provide approval and/or accompany the media representatives to facilitate the visit.

Without prior permission from the university, access to buildings, offices, and to all residence halls is not permitted. In crisis situations, please do not make any statement on/or off the record to any media representative, and specific instructions will be provided by the Office of News & Information or Student Life Communications.

NEWS RELEASES & ADVISORIES

The Office of News & Information is the only office on campus permitted to distribute news releases on behalf of Student Life departments, offices, and centers. By directing all communications to media through News & Information, Student Life will maintain a professional, journalistic communication style and ensure materials are reviewed for a consistent, appropriate public image for the division.

All press release and media advisory requests should be made by completing an online form. Forms will be reviewed by the Office of News & Information, who will determine if a release or advisory will be created and distributed to area media outlets.

Requests for news releases may be completed at:

<https://communications.utk.edu/submit-your-event-for-a-news-release/>

CONTACT WITH EXTERNAL MEDIA

All occurrences, both positive and negative, which involve the university, its employees, students, parents, alumni, and/or donors where a media outlet is seeking a comment, should be directed to the Office of News & Information.

News Conferences: The Office of News & Information is the only on-campus entity granted the authority to call and hold news conferences on behalf of the University of Tennessee, Knoxville.

Spokespeople: The Student Communications Coordinator in the Office News & Information serves as the default spokesperson for Student Life. However, where appropriate, the Student Communications Coordinator may designate other personnel to perform interviews or stand-in as a subject-matter-expert for a specific story.

Student-related inquiries: Any media inquiries involving students should be directed to the Office of News & Information.

Student Organizations: Media inquiries involving student organizations should be directed to the Office of News & Information to identify the best spokesperson.

Public Records Requests: UT's Office of News and Information handles requests for public records for the University of Tennessee, Knoxville, campus. Along with complying with the Tennessee Public Records Act, the university aims to respond as efficiently and promptly as possible. Any Tennessee resident can request records made or received pursuant to law or in connection with the transaction of official university business.

More information: <https://communications.utk.edu/news-information/public-records-requests/>