



**THE GEORGE
WASHINGTON
UNIVERSITY**
WASHINGTON, DC

Responsible University Official:
Executive Director, Communications
Responsible Office: Office of Media
Relations
Last Revised Date: September 9, 2013

MEDIA

Policy Statement

All engagements with media representatives on behalf of the George Washington University are to be coordinated by the Office of Media Relations in order to promote and protect the public image of the university, build openness and accountability, and respect the media's legitimate and useful role. This policy provides guidance on official media roles within the university and on working with traditional and social media outlets. For additional guidance contact the Office of Media Relations.

Reason for Policy

This policy defines how the university should engage with the media to effectively showcase the university's academic, research and service strengths and to enable the university to speak with a single voice on all matters pertaining to its operations and values.

Who is Governed by this Policy

Faculty, staff, and students

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Policy

The university strives to engage the media in an honest and collaborative manner to build the university's image and reputation and disseminate accurate information in a timely manner. To achieve these goals, the university limits those who can speak on its behalf.

- The Office of Media Relations should be notified about all media inquiries.
- All university press releases, media notices, media outreach and advisories must be coordinated and approved by the Office of Media Relations.
- Faculty and staff are encouraged to share their scholarship, news and expertise with the media. This can best be accomplished by coordinating with the Office of Media Relations. Once made aware of a faculty member's or staff person's desire to share expertise, the Office of Media Relations will contact him/her to coordinate statements and activities.
- Only the President, the Vice President for External Relations, the Associate Vice President for Communications, the Assistant Vice President of Media Relations, and the Director of Media Relations or their designees are authorized to speak or communicate on behalf of the university. Other faculty, staff or administrators shall not represent themselves as speaking for the university unless authorized to do so by the Office of Media Relations.
- A faculty or staff member shall not attribute his or her personal views as those of the university, unless authorized by the Office of Media Relations to do so.
- Members of the media (e.g. NBC-TV 4, *The Washington Post*, WTOP Radio) must be accompanied by an Office of Media Relations staff member at all locations on campus. Sidewalks are public property and media presence there does not require an escort, but the presence of an Office of Media Relations staff member is preferable.
- The university grants approval on a very limited basis for commercial filming and photography. Prior approval from the Office of Media Relations is required. Email gwmedia@gwu.edu to request the film proposal request form.

A Guide to Practical Application of the George Washington University's Media Policy is available online.

Related Information

[Athletes & Recreation: Student Athlete Handbook](#)

[A Guide to Practical Application of the George Washington University's Media Policy](#)

[Policy for Adverse Weather](#)

[Social Media Policy](#)

Contacts

Contact	Telephone	Email
Candace Smith, Assistant Vice President of Media Relations	202-994-3566	cesmith@gwu.edu
Maralee Csellar, Director of Media Relations	202-994-7564	cstellar@gwu.edu
Office of Media Relations	202-994-6460	gwmedia@gwu.edu

Document History

- **Last Reviewed Date:** April 25, 2017
- **Last Revised Date:** October 31, 2015
- **Policy Origination Date:** September 9, 2013

Who Approved This Policy

Lorraine Voles, Vice President for External Relations

*This policy, as well as all **university policies**, are located on the **Office of Compliance and Privacy**'s home page.*