



Office of Marketing and Communications News Policy

Policy #:	MC002.1
Policy Type:	University
Responsible Executive:	EDMC
Responsible Office:	OMC
Originally Issued:	July 16, 2025
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I. Policy Statement

The University of Louisiana Monroe's (ULM) Office of Marketing and Communications (OMC) News Policy clarifies procedures for the reporting of university news and interacting with the news media.

II. Purpose of Policy

This policy ensures that OMC's procedures for disseminating university news are clearly defined, especially how to request a news story from OMC and what qualifies as news-worthy content.

III. Applicability

This policy applies to any faculty or staff of ULM.

IV. Definitions

News ticket – a news request submitted by faculty or staff through ulm.edu/omctask.

News story – a story that appears in the news section of the official ULM website, or within the news section of a college or department page on the website.

Press release – a news story that is submitted to local news media for publication or broadcast.

V. Policy Procedure

Submission

All news stories submitted to the Office of Marketing and Communications must be submitted through the OMC ticketing system at ulm.edu/omctask. If a request is made outside of the ticketing system (i.e., phone or email), OMC staff will direct the user to submit a ticket.

The OMC ticketing system includes several required fields for submission of a news story. It is the responsibility of the user to accurately fill these fields to ensure that correct information is included in the story.

Timeframe

News requests submitted to OMC are subject to a minimum turnaround time of two weeks for news releases and four weeks for feature stories. Pre-written news stories submitted to OMC may result in a shorter turnaround time. OMC cannot guarantee timely publication of a news request that is not submitted in a timely manner. Timing of publication is also contingent upon the current workload at the time of the request.

Newsworthiness, Publication, and Placement

News featured on the home page of ulm.edu, social media, and other communication outlets is reserved for stories that support the mission and vision of the university and have a broad appeal that promotes the accomplishments of the university, its students, or its faculty and staff. Depending on content, some news requests may be published only on the news page of the appropriate college, while some may not be published at all. Publication on the website does not ensure that a press release will be sent to local media. OMC staff have the ability to decide which stories will receive a formal press release.

Precedence and Queue Order

When a request is submitted to the ticketing system, the user is given a number to reflect where their request lies in the queue. This is not a guarantee of order of publication. Some releases may be published sooner because of the urgency of the news, while others may be delayed due to similarity with a recently published story.

News Story Tips

- When submitting news tickets, be sure to include the basics of the who, what, when, where, and why of your story.
- Consider your audience and the desired outcome of the release (i.e., do you want people to attend an event, or do you want to highlight an event that has already taken place?)
- Quotes help provide depth and factual accuracy to a news story. Please include at least one, but preferably two quotes with your news ticket. If a quote is unavailable, please provide the name and contact information of someone OMC can contact.
- For the end of the news story, please provide a brief description or summary of the department, program, school, or college being highlighted.

Interacting with the Media

One of the functions of OMC is to act as media relations liaison between the media and members of ULM faculty and staff. It is the protocol of OMC for a member of OMC staff to be present at all media interviews with faculty and staff of ULM. If the media is requesting comment for a story that falls within a faculty member's field of expertise, OMC will connect the media with that faculty member. Often, the media will ask for a comment regarding a news story or event. OMC will coordinate with the appropriate faculty or staff member for each story. If a faculty or staff member is contacted directly by the media, OMC is to be informed immediately.

No one – including faculty, staff, students, non-university affiliated individuals, or other third-party organizations of the university – is authorized to speak to the media *on behalf of* the university or the university president unless authorized by the Office of Marketing and Communications and the Office of the President.

VI. Enforcement

The policy will be administered and enforced by the Office of Marketing and Communications.

VII. Policy Management

The Executive Director of Management and Communications is the Responsible Executive associated with this policy. The Office of Marketing and Communications is responsible for the management of the policy.

VIII. Exclusions

None.

IX. Effective Date

This policy will become effective upon the date signed by the University President.

X. Adoption

This policy is hereby adopted on this 16th day of July 2025.

Recommended for Approval by:

Approved by:



Dr. Brice Jones
ED of Marketing and Communications



Dr. Carrie L. Castille, President

XI. Appendices, References and Related Materials

None.

XII. Revision History

Original Adoption Date: July 16, 2025