

**The University of Texas at Austin
School of Nursing**

Guidelines and Standards for Media Requests

Types of News Affairs

The public relations representative works with the School of Nursing faculty, staff and students to inform the public as well as to generate publicity. News comes in a variety of forms, such as events, groundbreaking research, community service, appointments or elections to national organizations and outstanding accomplishments. There is no strict definition to what is and is not newsworthy. We therefore encourage you to submit anything you believe to be newsworthy so that we can work together to encourage media attention. (Contact information is below.)

Please note, too, that there are a variety of ways to disseminate news other than the standard news release. We are available to discuss these with you.

Realistic Expectations

We recognize that the news media are not in the business of promoting the University or the School of Nursing and their dissemination of our information to their readers or listeners on such things as programs, activities or events is more often a public service.

It is also important to know that the School of Nursing's Development Office and public relations representative has little or no control over which stories are used or how they are used. Although we make every effort to ensure that all stories, interviews and public statements are accurate, we also have no control over the accuracy of a reporter's or editor's use of the information we provide. According to journalistic ethics, we never ask to review a story before publication.

School of Nursing Media Relations

Any event should be submitted to the public affairs representative at least four weeks prior to the event date, which provides ample time to submit the information to local media as well as time for the campus community to note it on the calendar.

Local/Regional/State Media Contacts

Most of the local newspapers and radio/TV stations will accept news releases from the School of Nursing. In addition to news releases, many media outlets, such as the *Austin American Statesman*, have an online events submission calendar (Austin 360 or Insight Calendar) that the public affairs representative will include in promotional campaigns.

In order to have a news release prepared and distributed by the public affairs representative, we request that you submit a media request form. Most media expect to receive event news releases two weeks prior to the event. Therefore, we ask that you submit the news release request form four weeks prior to the event, which gives us time to write the news release and obtain your approval.

If your news is a “just happened/emergency” announcement or event, please call Jennifer Shugert, Media, Marketing & PR Coordinator, at 471-9908, to find out the best way to release the information. Even if you don’t have all the details set, let us know anyway so we can plan with you.

National Media Contacts

If you have completed some exciting research, have just been nominated or elected to a national position or have another outstanding accomplishment/announcement, we will work with you to get national attention by contacting the appropriate national publications and other media outlets. If you would like to target a magazine, keep in mind that many have lead times between three and six months.

The Communications Office subscribes to a news service that publicly posts reporter requests for contacts on a wide range of topic. These daily alerts are reviewed and if any of these topics fit with work being done at the School of Nursing or by a School of Nursing expert, we will forward that information to you. The Development Office also ties public relations efforts into national issues and will work with those of you who are knowledgeable on specific topics to promote The University of Texas at Austin School of Nursing nationwide.

In such cases as these, please fill out and submit the media request form, and we will work with you to determine the best communications strategy.

If you have any questions or would like assistance, you can reach Jennifer Shugert, Media, Marketing & PR Coordinator, at jen.shugert@nursing.utexas.edu or 512-471-9908.