What is the role of Public Relations?
What is my role as a proctor?
What is the role of reporters and the media?

*Personal information or information you observe is generally OK to talk about
*Employment information or student information other than public directory information should never be released without authorization!

*Media Relations?

*Pointers
*Some information is confidential by law, e.g. personnel records, student records (FERPA), medical records, special relationships such as counselors and attorneys

*During an emergency, PR ... * Coordinates emergency communication to campus with the PST, administrators, authorities * Coordinates emergency information for the public and media through PST (also see Safety.colostate.edu) * Regularly feeds reporter/media information that is vetted * Insures that information released protects the integrity of police investigations, public records rules, etc.

* During a situation

*Wants you to contact Public Relations, 491-6621 (office) or 970-491-6009 (Dell Rae), when there is an emergency and reporters show up. *
*If you are contacted by the media, have them call us before talking to them so you can focus on your duties, PR can screen them, get them to the right person, help you prepare, keep us all in the loop, etc. *
*PR can train you to talk to reporters in a way that encourages accuracy and protection of legally private information or a police investigation

* During a situation
*What’s YOUR role?
*Who do you call?
*What are YOUR questions now . . . .