

LEBANESE AMERICAN UNIVERSITY
MEDIA & PUBLIC RELATIONS POLICY
Approved by the President's Cabinet on February 25, 2008
Approved by the Board of Trustees on March 27 & 28, 2008

Policy Statement:

Media and Public Relations are an essential tool for the day to day operations of the Lebanese American University. It is therefore of utmost importance that the Lebanese American University develops, and continues to develop, both a pro-active, as well as a re-active, relationship with the media, so as to enhance and build the reputation of the University within the Community, as well as Internationally.

It is also crucial for the University to be represented, at all times, accurately, and in the best possible light. When information is released, every effort must be made to avoid misrepresentation, misinterpretation, misunderstanding, and/or confusion.

Policy Purpose:

This Policy is designed to provide clear guidance and direction to all University constituents regarding the Media and Public Relations.

This Policy is also designed to regularize the method of publicising all the University's initiatives, achievements, new developments, events, and to influence the perception of the University, by the general public. It is also intended to strengthen the University's profile, both locally and internationally, and to promote an enhanced image of the University, portraying the University as the leading provider of higher education and a contributor to the well-being of the wider community.

Scope:

When University officials are authorized to respond to media inquires directly, or when University officials have any communication with the media on issues related to the University, copies of such communication should be forwarded to the office of Public Relations for record keeping and follow up.

The University community is strongly encouraged to refer all media inquiries to the Office of Public Relations.

Primary Responsible Office:

The Office of Public Relations has the primary responsibility for Media and Public Relations at the Lebanese American University.

Responsibility of the Office of Public Relations:

The Office of Public Relations is responsible for disseminating and alerting the Administration to inquiries received from the Media, and/or reporters, suggesting responses, getting them approved by the appropriate University offices, in order to be forwarded to the media and/or reporters, issuing all official University press releases, scheduling all official news conferences, and/or event(s), informing the University community of any relevant media exposure and publicized coverage the University is receiving, serving as the spokesperson for the University, when authorized by the President, staying abreast of all relevant media situations that may bear any relevance to the University, establishing a database of all press releases and communications with the media, ensuring that the University website is regularly updated, and that all press releases and communications are accurately posted on the University website.

The Office of Public Relations is normally responsible for the continuous development of high quality coverage in the local, regional, national, international and specialist publications, as well as countering negative media coverage by carefully responding in a positive manner.

The Office of Public Relations is also responsible for ensuring that LAU enjoys the best relationship with the outside community, maintaining, at all times, excellent relationships between the President and other officials of the University, as well as country officials, diplomats, and public figures. This Office shall assist the University Development Department and the Alumni Office in any way possible to enhance their mission of fundraising and Alumni involvement and satisfaction.