



## Marketing & Outreach – Media Appearances

### OVERVIEW

If you are contacted by a media outlet (i.e. newspaper, radio, TV, website, blog, etc.) to speak on behalf of the Canes Community regarding University of Miami subject matter you are required to inform your Canes Community's UM Alumni Association Regional Engagement Staff Liaison about the media request. The UM Alumni Association Regional Engagement Team will then review the request with the University's Office of Media Relations to determine the appropriate course of action.

**Important: Speaking on behalf of the Canes Community and/or the University of Miami without receiving prior approval by the UM Alumni Association is strictly prohibited.**

### GUIDELINES

- When contacted by a media outlet or when being interviewed (during a UM Alumni Association-approved interview), it is important to clearly define your relationship with the University (i.e. you are a volunteer leader for a University of Miami-supported Canes Community and not a paid employee of the University).
- It is important to maintain positive messaging when discussing any type of University-related matter with the media. The UM Alumni Association Regional Engagement Team, in conjunction with the University's Office of Media Relations can help prepare you for the interview by providing key points of information.
- If you become uncomfortable with the questions being asked or are not sure of how to answer a question, it is always best to say you don't know or refer the interviewer to contact the University's Office of Media Relations for more information.
- Remember that you are always on the record during an interview. Use discretion and careful thought before speaking on any University of Miami-related subject matter.