

Communicating with the Media

It is of the greatest importance that all inquiries from the news media be directed to one spokes person, Executive Director and/or Director of Public Relations. No other person should discuss the situation with outsiders, especially news media.

The purpose of this provision is to furnish the news media with accurate information and to see that additional incidents are not precipitated by irresponsible statements from uninformed sources.

Example of what an Officer or Dispatcher should say if news media calls or comes by the Security Office you should say:

“I’m sorry; La Sierra University policy requires that any or all information released to the media must be done by the Director of Public Relations to insure accurate information is released. The phone number for Public Relations is 951-785-2001 you can also try to call the Director of the Public Relations Department Larry Becker after business hours at 951-334-7175.”