

University Media Relations



Policy Number	PA-01.03-01/19
Responsible Office	Public Affairs
Originator	Dr. Martha D. Saunders, President
Current Status	January 2, 2019
Abstract	<p>The University of West Florida is committed to working proactively to maintain positive, productive relationships with members of the media and media outlets in order to leverage media opportunities and enhance the University's reputation by increasing the visibility and awareness of the University. This policy will serve as a guideline to maintain consistent University messaging to the media and public.</p> <p>For the purposes of this policy, "members of the media" refers to media outlets, such as representatives of broadcast television/radio stations, newspapers, magazines and online publications, among others.</p>



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