

## ABOUT UNIVERSITY RELATIONS ([HTTP://UNIVERSITYRELATIONS.TUFTS.EDU](http://universityrelations.tufts.edu))

The University Relations Division enhances and protects the university's relationships, reputation and public profile with all internal and external audiences, including alumni, the news media, our host communities, state and federal governments, faculty, staff, current and prospective students and their families, and the general public nationally and around the world.

The University Relations Division was created in 2003 and since that time has been led by Senior Vice President Mary Jeka. The division comprises departments that provide legal services, community and government relations and communications that produce strategic media relations, marketing publications, school magazines, and news and information websites, including the Tufts homepage and the official university news site *Tufts Now* (<http://now.tufts.edu>).

The three arms of the division are:

- **Office of University Counsel** coordinates the delivery of all legal services on behalf of Tufts University. Two attorneys, Marty Oppenheimer and Deke Mathieu, manage all legal services for the university. When a legal matter requires additional expertise, University Counsel will coordinate the selection and supervision of an outside firm.
- **Office of Community and Government Relations** promotes partnerships and interactions between Tufts and government officials at the city, state and federal levels. Director Barbara Rubel manages Tufts' relationships with the communities of Medford, Somerville and Boston by working with local officials, agencies, residents and organizations. Grafton relations are managed by staff at the Cummings School of Veterinary Medicine with our assistance. Federal and state relations are managed by Mary Jeka, who works with lobbyists to oversee the university's interests in Washington, D.C., and on Beacon Hill.
- **Office of Communications** comprises five departments with distinct responsibilities. They often work in cross-departmental teams to achieve strategic goals:
  1. **Public Relations** is responsible for managing all contacts and relationships with external news media across the three campuses. Kim Thurler manages public relations on the three Massachusetts campuses.
  2. **Web Communications**, managed by Jean Ayers, is responsible for improving the content, architecture and design of, and bringing more interactive media technology to, the Tufts homepage and upper-level websites. In partnership with News

Publications, they generate stories, images and video as well as oversee Tufts Twitter, Tufts Facebook and blogs. They also provide and maintain social media for the university news site *Tufts Now*.

3. ***Print and Marketing Communications***, managed by Lisa Gregory, is responsible for marketing communications planning, quality and cost-efficiency. The group produces a variety of publications and marketing materials and also manages Tufts' visual identity.
4. ***News Publications***, managed by Karen Bailey, produces the university magazines, school e-newsletters, the university news site *Tufts Now*, and news content for the Tufts homepage, the latter two in partnership with Web Communications. The magazines include the university-wide *Tufts Magazine* as well as magazines for the schools of nutrition, medicine, dental medicine and veterinary medicine.
5. ***University Photography***, managed by Alonso Nichols, is responsible for all documentary, news, editorial and event photography across the university. Alonso works with a staff photographer and a group of freelance photographers to cover photography requests. A photography database has been created so that images can be accessed easily without hiring additional photographers for commonly requested or stock photography.

## COMMUNICATIONS UNIVERSITY-WIDE

The communications directors based at each school are in regular contact with the University Relations team to share information about faculty, programs and events, but also to think strategically about future university-wide communications initiatives.

In addition, a university-wide editorial group scopes out potential stories and creates a cohesive communications planning effort for the release of news through all channels, including print and online as well as in the external media.

There is also a working group of social media practitioners across the university who share ideas and best practices.

## HOW WE CAN HELP

We are your contact when you need assistance regarding university policies, handling external inquiries and getting your news in the media or a story in one of the Tufts publications. We can help market events, publicize a new program or research, create a more effective website and assign a photographer for your event or project.

Here are a few tips on which department to contact when you need our services:

**Placing a story in external news channels:** Contact our Public Relations Department. They can advise you on the newsworthiness of your story and the best options for external news placement. Please see **Addendum 1** for tips on working with the media.

**Handling or avoiding a communications crisis:** Public Relations can counsel you on difficult issues involving students, faculty, staff or events. Please see **Addendum 1** for policies and procedures.

**Legal inquiries: privacy issues and policies:** University Counsel should be contacted on all personnel, privacy, contract and other legal issues. Please see **Addendum 2** for additional information.

**Working with the university's host communities:** Community Relations enjoys strong relationships with our host community governments, schools, associations and neighbors. Whether it is partnering on a new program or resolving an issue, Community Relations has the experience and expertise to help.

**Liaisons with state or federal governments:** Senior Vice President Mary Jeka oversees all state and federal government relations and should be contacted about any ongoing or future issues or interactions with government or legislative officials.

**Ideas for video and social media on the university homepage or in *Tufts Now*:** If you have suggestions for Tufts on Facebook, Twitter or a blog, contact Kaitlin Provencher in Web Communications. Please see **Addendum 3** for more information about Web Communications.

**Assign or find a photo:** Visit the Tufts Photography website at <http://photo.tufts.edu> to search our online photo library or to request a photographer. Or contact Alonso Nichols (see contact information at the end of this document).

**Print design and marketing:** Whether it is an event or a new initiative, the designers and communications professionals in Print and Marketing Communications can offer guidance, advice or complete print project management, from concept to completion. They are also the guardians of the Tufts brand and can advise on proper logo and font usage. Please see **Addendum 4** for name and logo-use guidelines.

**Story or photo idea for Tufts' magazines or *Tufts Now*:** To suggest a story for any of the school magazines or *Tufts Magazine*, please contact Karen Bailey, or the appropriate editor in News Publications. To suggest stories and photo opportunities for *Tufts Now*, contact Taylor McNeil in News Publications (see contact information at the end of this document).

## ADDENDUM 1

### PUBLIC RELATIONS POINTERS

- There is a ***reason that we have PR teams*** on all three campuses. They are professionals who know how to deal with the media and protect Tufts' interests.
- ***The role of the PR team*** is advising, guiding, messaging, vetting and managing media requests. They are there to help avoid a "bad" story or to make a good one better.
- ***Call first.*** The PR team can help with evaluating opportunities, vetting outlets and journalists, determining if a story is aligned with Tufts' priorities, helping to develop messages and preparing for an interview.
- ***Reporters have a job.*** It is easy to be lured into a friendly relationship with a reporter, but reporters are paid to sell stories to readers or viewers that are not always in the interests of faculty or the university.
- ***Media training.*** Most people are not comfortable dealing with the press. We have trained many administrators and faculty to make them aware of how to respond to the press.
- ***Major announcements.*** Take time to prepare. Work with PR so that the right media are contacted and the message is finely tuned.
- ***Don't go it alone.*** Often, faculty have pitched their own stories to the media, only to call PR later when the story is wrong and to ask for help in setting the record straight.
- ***We can help from the start.*** The PR team can determine in advance the general direction an interview may take and discuss approaches with you. It's important to ***PREPARE.***
- ***Some basic pointers:***
  - Always tell the truth.
  - ***No off-the-cuff interviews.*** Even if a reporter calls unexpectedly, you can still take a few minutes to prepare. Then call back.
  - Don't be lured into giving ***long answers.*** Just stop after you have delivered your message.
  - Nothing is "***off the record.***"
  - ***If you don't know the answer,*** just say so. Don't make it up. Promise to get back with the answer, if appropriate (sometimes we may not want to or be able to provide additional information).
  - Never answer a ***hypothetical*** question.

***Contact information for Public Relations is at the end of this document.***

## ADDENDUM 2

### GUIDELINES FOR HANDLING INQUIRIES FROM THE PRESS, OUTSIDE ATTORNEYS AND OTHER OUTSIDE PARTIES REGARDING INDIVIDUAL EMPLOYEE AND STUDENT MATTERS

In the interest of protecting the sensitivity and confidentiality of personal information, we need to carefully manage outside inquiries regarding Tufts faculty, staff and students. We ask you to follow these guidelines in responding to inquiries from the press, outside attorneys and other parties outside the university.

- **Inquiries from the press**

In response to press inquiries regarding individual employees or students, the caller should be referred to one of the Offices of Public Relations.

- **Inquiries from outside attorneys**

In response to oral or written inquiries from outside attorneys regarding individual employee or student matters, the attorney should be referred to the Office of University Counsel.

- **Inquiries from other outside parties regarding individual employee or student claims or disputes with the university**

From time to time, inquiries are made by Tufts students, alumni, parents, community groups and others regarding individual employee or student claims or disputes with the university. Such inquiries should be referred to:

- The Provost, in matters involving faculty
- The Vice President of Human Resources, in matters involving staff
- The Dean of Students of the applicable school, in matters involving current or former students
- The Office of University Counsel, in matters where the inquirer indicates that a legal claim against the university is pending or contemplated

As a matter of general practice, the individual receiving the call or inquiry should not comment on or discuss the claim or dispute, but simply refer the matter to the appropriate office listed above.

***Contact information for the Office of University Counsel is at the end of this document.***

## ADDENDUM 3

### WEB COMMUNICATIONS OVERVIEW

The Department of Web Communications is responsible for developing and implementing university-wide web strategy. So what does that mean, exactly?

First, there's **content**. A website is only as good as its content, and one of our major focuses is to develop crisp, compelling copy for the university's websites. Tufts is home to many interesting people and projects, and our content team is working hard to bring their stories to our visitors.

We're big fans of a well written story, but words alone can't fully take advantage of the power of the web. So we're honing our **multimedia** production skills in order to bring you the sights and sounds of Tufts in new and exciting ways. You can check out the University's homepage, the Jumble blog or Jumbo Shorts for regularly updated news stories, feature profiles and multimedia presentations.

We're also pretty handy with **programming and application development**. Our technical team has been developing a growing suite of tools and services to make the university's websites more powerful and easier to use.

***Need to find your way around campus?*** We built an interactive map to help you find campus buildings, as well as all of the interesting services located within them (vending machines, ATMs, coffee shops).

***Want to promote your news and events to the community?*** We developed a 24-7 news network that displays on screens in 14 different locations across our three campuses.

***Want to learn about social media?*** We have a working group of social media practitioners across the university who come together to share ideas and best-practices. Contact Kaitlin Provencher at [kaitlin.provencher@tufts.edu](mailto:kaitlin.provencher@tufts.edu) to learn more.

We also have an **eye on the future**. In partnership with technology teams across the university, we're studying the trends that will define the next generation of the web. The opportunities are vast – and we want to help Tufts charge ahead with innovative and forward-thinking websites.

***Contact information for Web Communications is at the end of this document.***

## ADDENDUM 4

### TUFTS UNIVERSITY NAME & LOGO USE GUIDELINES

Consistency in the use of the Tufts logo and the Tufts name is essential to preserving the university's "brand": the messages and values we have established to define and differentiate Tufts from its peers. To this end, we have created standards that ensure that the Tufts brand remains strong and accurate in the public domain.

#### Approval Process

The Office of University Counsel will coordinate all internal and external requests for using the Tufts name or logo on any printed or digital materials. Senior Vice President Mary Jeka will make final decisions. Within the individual schools, the dean must approve first and then pass along the request to University Relations. All contracts with providers of goods and services require that Tufts retain final approval on the use of its name. The full name and logo-use policy is available at: <http://legal.tufts.edu/?pid=12>.

#### Contacts:

**Mary Jeka**, Senior Vice President for University Relations: 617.627.4220 / [mary.jeka@tufts.edu](mailto:mary.jeka@tufts.edu)

**Martin Oppenheimer**, Senior Counsel for Corporate and Business Affairs: 617.627.3337 / [martin.oppenheimer@tufts.edu](mailto:martin.oppenheimer@tufts.edu)

#### General Guidelines

A decision to grant use of the Tufts name and/or logo generally considers these issues:

- Is the implied association with the university accurate, and can we ensure that Tufts will continue to be **portrayed accurately**?
- Is the use of the Tufts name **consistent with the research and educational mission** of the university?
- What effect will the proposed use of the name have on **the image** of the university?
- Will Tufts be able to realize a **fair and reasonable gain** (image enhancement or economic gain) from the use of the name?

#### Maintaining Standards

Use of the Tufts name and logo must **adhere to the graphic standards** outlined in the visual identity manual: <http://universityrelations.tufts.edu/visualidentity>.

Other issues involving usage are as follows:

- Can be used for **stationery, business cards, websites, signage and publications** in the course of university-related activities. Business cards and stationery are strictly for use by official Tufts schools, departments or divisions and are never produced for private practice or business use.
- The Tufts name may not be used in a way that is construed as **sponsorship or endorsement**, such as a vendor product or construction project. The university will generally agree to have

its name included in a list of clients, but other uses must be reviewed by University Relations.

- The Tufts name may not be used to promote ***individual causes or political causes***.
- ***Outside activities, such as writing a book***, should not imply university endorsement. The Tufts University name cannot appear on the book cover, however, the affiliation may be listed on the inside of the book.
- If the Tufts name appears on a product, there is the potential for ***financial, legal or reputational risk***.
- ***Prior approval is required for use of the Tufts name that involves sale or distribution for financial consideration*** of products or services or the granting of license for apparel, software and electronic media. Sale of Tufts-branded materials on the Boston and Medford/Somerville campuses or on the Internet is exclusively granted to Barnes and Noble.
- ***News, marketing or publicity materials*** designated for media channels and external audiences must be reviewed by Public Relations and Community Relations.
- ***Sponsored research***
  - ***Use must be accurate, specific, precise and clear***. The Tufts name cannot be used in the heading of a press release, unless it is an official press release issued by the university.
  - ***Disclose***. Clearly identify if the research is sponsored.
  - ***Does faculty/school benefit or only the company?***
  - Distinguish between ***research consulting and marketing***. There is no obligation to market a company's product because you received research money from that entity.



## UNIVERSITY RELATIONS CONTACT INFORMATION

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