

MEDIA RELATIONS GUIDE

General Information

- All media interviews should be coordinated by the media relations team.
- Contact us prior to attending an event or visiting campus to cover a story
- Media personnel are encouraged to wear a badge or similar credential while on campus
- We must authorize all use of BURCH photography

Photographs

Photographs of the BURCH University campus, students and activities are available upon request. Use of BURCH photographs in news articles and publications must be authorized by Marketing and Communications.

Access to Campus and the Use of Photographic Equipment

BURCH University has an open campus, where no restrictions are placed on media personnel. However, respect for the privacy of our students, faculty and staff—and occasional mitigating circumstances—require that we set some rules regarding access:

- Media personnel are free to enter the campus, but our marketing team should be notified ahead of time. See campus map and directions for parking.
- The use of still or video images from the campus for advocacy of political positions or candidacies is prohibited.
- Entry to classrooms, offices and places of worship by media personnel must be cleared with the University in advance. Access to all residence halls is strictly prohibited without prior permission.

In times of emergency, all of the above regulations and policies may be suspended or altered.

Media Attending Events at BURCH University

Media personnel should contact us prior to attending an event as part of their news coverage. This will enable us to provide additional background information and make arrangements for parking.

To set up sound and video for lectures or similar activities, we require advance notice.

Commercial Use of BURCH Facilities

BURCH protects its name and landmarks from inappropriate commercial use. We strive to cooperate external parties desiring to use BURCH facilities when their activities serve the University's mission and interests.

Requests are to be sent to the marketing team. We will notify the requestor of our decision and be the main point of contact for all interested parties and University offices.