

Media Relations and Publicity

The Public Relations Manager of the Marketing & Communications team directs the media relations and publicity efforts at the Mount, including media relations, publicity services, crisis communications, editorial services, and critical internal communications.

The Public Relations Manager initiates and directs all contact with the media on behalf of Mount St. Joseph University and serves as the University's official spokesperson. As extended services, the Sports Information Office is designated to contact the sports media and Studio San Giuseppe staff is designated to contact the arts media. Both offices work in consultation with Marketing & Communications.

The public relations manager is the first point of contact by the media. Faculty and staff members who are contacted directly by a member of media should report the contact to the public relations manager as soon as possible.

The public relations staff prepares and distributes official news releases, calendar notices, feature stories, and public service announcements to the media. Members of the public relations team maintain a listing of faculty/staff experts available to talk with reporters. Public relations staff also provide media training.

The public relations staff advises departments and student clubs/organizations on publicity methods to reach both internal and external audiences. Faculty, students and staff who are responsible for publicizing events and activities should contact Marketing & Communications six weeks in advance so that information can be distributed to appropriate media outlets on a timely basis.

Please refer to the Marketing & Communications page or the Brand Standards on MyMount for more information.