

**University of Florida Foundation, Inc.**  
**External Communications**

Policy #: 3.02  
Effective Date: September 28, 2007  
Responsible Department: Public Relations

1. **PURPOSE**

This policy provides for timeliness and consistency in responses made and information provided to members of the media regarding UFF and UF business.

2. **APPLICABILITY**

All members of UFF or ODAA staff.

3. **POLICY**

Media Inquiries

All media inquiries must first be directed to the Assistant Vice President of Public Relations. Every effort will be made to respond to each inquiry by the end of the same business day. If the Assistant Vice President of Public Relations is not available to do so, then the inquiry should be directed to the Executive Vice president, or in his or her absence, the Associate Vice President. No other ODAA or UFF staff member is authorized to speak or otherwise communicate with a member of the media without prior authorization by one of these three officers.

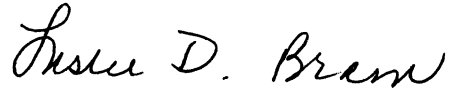
News releases

All UFF news releases are coordinated through the UFF Office of Public Relations, including writing the news release, obtaining appropriate UF authorization, and final distribution to the media. News releases announcing gifts for UF are generally issued for gifts of \$100,000 or more. Exceptions are made on the basis of the nature of the gift and in consultation with the appropriate development officer. No news releases will be distributed without a fully-executed gift agreement and the express permission of the donor or authorized donor representative. The donor or authorized donor representative will be given an opportunity to review a draft of the release prior to distribution.

4. **CLARIFICATION**

Requests for clarification of this policy should be sent to Assistant Vice President of Public Relations ([cbrazda@uff.ufl.edu](mailto:cbrazda@uff.ufl.edu)).

Approved Date: September 28, 2007

A handwritten signature in cursive script that reads "Leslie D. Bram".

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Leslie D. Bram, Associate Vice President

Revision history: Original version