



St. Andrews UNIVERSITY

A Branch of Webber International University

Media Contact Policy

Media Designees: Ellen Bernhardt and Michelle Habick

Publicity/Statements to the Media

All media inquiries regarding the position of St. Andrews University, a branch of Webber International University, as to any issues must be referred to Ellen Bernhardt and Michelle Habick. Only Ellen Bernhardt and Michelle Habick are authorized to make or approve public statements on behalf of St. Andrews University. No employees, unless specifically designated by Ellen Bernhardt, are authorized to make those statements on behalf of St. Andrews University. Any employee wishing to write and/or publish an article, paper, or other publication on behalf of St. Andrews University, must first obtain approval from Ellen Bernhardt or Michelle Habick.

You will recall, if contacted by the media we must ask:

- The name of the reporter or other individual making the inquiry
- The name of the organization for whom he/she works
- If he/she is working on a deadline and if so, what that deadline is
- What the best contact number/information is so that we can get them the information they have requested

Upon following that procedure—immediately—contact BOTH Ellen Bernhardt and Michelle Habick by phone or in person. Do not email.

Ellen Bernhardt
(910) 277 – 5770 (Office)
(954) 258 – 4881 (Cellular)

Michelle Habick
(910) 277 – 5649 (Office)
(252) 455 – 1040 (Cellular)

- ❖ In the event of a media inquiry, continue calling the contacts above until you speak with TWO directly. Please do not assume that by making contact with one, the other will know.
- ❖ This procedure is to be followed before, during, and after regular business hours and on weekends, holidays, and days off.
- ❖ Compliance with this policy does not stop at leaving a voice-mail message for one of the above individuals. You must ensure the appropriate information was received by both contacts listed above.
- ❖ This Media Policy is to be used for all media inquiries regardless of stated deadline or perceived urgency.
- ❖ Should anyone have questions or require additional information in reference to this topic, feel free to contact Michelle Habick. Thank you in advance for your cooperation.

Thank you for your continued adherence to this policy.

Ellen Bernhardt, Interim Campus President
Michelle Habick, Director of Public Relations and Media