

## University of St. Thomas News media guidelines and policies

Office of Marketing Communications

Sandra Soliz, Assistant VP for Marketing Communications, [solizs@stthom.edu](mailto:solizs@stthom.edu), 713-525-3116

### **Finding Campus News and Information**

Reporters and editors can contact the Assistant VP for Marketing Communications, Sandra Soliz, at 713-525-3116 or 713-906-7912 to request information about the University of St. Thomas or to ask for help in identifying people you want to interview for specific stories. We will respond quickly to meet the media's needs and deadlines.

We regularly send news releases, public service announcements, and media advisories to the media. If you are a member of the media and wish to be added to our media distribution lists, contact Sandra Soliz at [solizs@stthom.edu](mailto:solizs@stthom.edu).

### **Faculty Experts**

Faculty experts are listed in the online Media Resource Guide. To interview someone in the directory, reporters and editors can contact the Assistant VP for Marketing Communications or the experts directly.

If you have a need for an expert relating to a topic not included in the Media Resource Guide, contact Sandra Soliz at [solizs@stthom.edu](mailto:solizs@stthom.edu) or 713-906-7912 for assistance.

### **Photo and Logo Gallery**

High-resolution photographs of University of St. Thomas officials and campus images are available online in our [photo gallery](#).

High Resolution logos of the University's Seal, Star Brand, Celt Lion Logo are available in our [logo gallery](#).

We also can help you arrange to take photos on campus or help you get information about possible photographic restrictions during certain high-profile events.

If you have questions relating to media photography/videotaping on our campus, contact the Assistant VP for Marketing Communications.

**Media Access to Campus**

The media are required to notify the Assistant VP for Marketing Communications for a visit to campus. Residence halls are not open to the media.

Individual professors may grant the media access to classrooms during a class session, but access must be worked out in advance. Contact the Assistant VP for Marketing Communications to request permission.

Permission is required to videotape on campus. The news media must request permission to videotape in the Chapel of St. Basil.

In the event of an emergency, access to areas normally open to the media may be limited per the request of emergency personnel. In those cases, media should follow the guidelines established at the site of the incident.

**Media Access to Campus Events**

Reporters and photographers are welcome to cover most events and activities on campus. Some events (plays, some concerts and forums) may have restrictions for photographers (use of flash, where shots can be taken, etc.). Please contact the Assistant VP for Marketing Communications in advance of the event if you have questions.

Reporters and photographers should have some form of media credentials to gain access to activities and events that require tickets.

The Assistant VP for Marketing Communications makes every effort to provide opportunities for the media to talk with newsworthy campus visitors. The media will be informed about those opportunities as details are confirmed.

The media are welcome at UST's commencement ceremony. Photographers should check in with the Assistant VP for Marketing Communications prior to commencement to identify where they can set up their equipment.

**Media Parking on Campus**

Members of the local media may park either in the Moran Center parking garage (\$2 fee) at the corner of West Alabama and Graustark on adjacent city streets.

**On Campus Photo Shoot and Filming Request**

[Submit your request](#) for a commercial on campus photo shoot and filming request with a minimum of five (5) working days prior to the decision date.

Media credentials should be displayed on the vehicle dashboard at all times.

### **Release of Student Information**

The University of St. Thomas may choose to disclose directory information of current and former students at its discretion. Directory information is defined as:

- Full name
- Major field of study
- Participation in officially recognized activities and sports
- Height/weight of members of athletic teams
- Dates of attendance, including current classification and year, matriculation and withdrawal dates
- Degrees and awards received
- Most recent previous educational institution attended
- Full- or part-time status
- Photograph
- Campus e-mail address

Learn more about the [Family Educational Rights and Privacy Act \(FERPA\)](#).

Contact the Marketing Communications Office with requests for information or to find information about current students and former students.

### **University Name, Seal, Brand and Celt Lion Logo Use**

The official name of the University is the University of St. Thomas. We are not known as St. Thomas University. [View policies](#) concerning University Seal or Shining Star Brand and Celt Lion Logo use.

### **Subscribing to Campus Publications**

The media are welcome to subscribe to the following campus publications by sending an e-mail to [solizs@stthom.edu](mailto:solizs@stthom.edu) or by [signing up](#) on the “Connect” section on the page.

- Newsworthy – Online Newsletter