

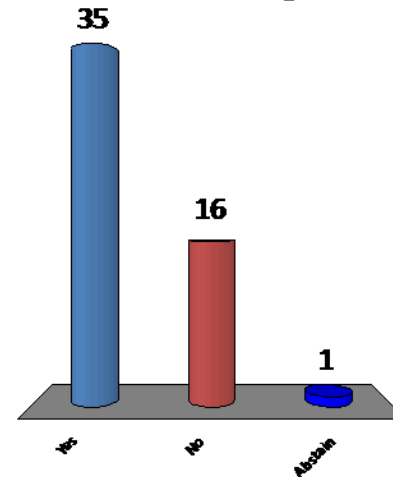
# PR Committee Report to Staff Senate

Advertisement Pricing  
and  
Contacting Herald-Leader

# Charge:

**Approve motion to refer motion to take out HL ad to the PR committee for further research and cost analysis and that the committee report back in the Sept. full staff senate meeting?**

1. Yes
2. No
3. Abstain



# Content in the Herald-Leader

Advertisement

Letter to the Editor

Commentary

# Advertisement Pricing

## Full Page

- \$5,500 - \$6,300 for a one time full-page ad
- \$3,000 - \$4,000 for Local Civic full page
- \$3,000 for Weekender ad

## Half Page

- \$3,000-\$3,740 for one time ad

# Letter to the Editor

The Herald-Leader welcomes letters on topics of public interest. Letters should be:

- No more than 250 words.
- Reserve the right to edit all letters submitted for brevity, content and clarity.
- Original, not copies or form letters.
- Sign letter, include street address and telephone numbers.
- May submit by mail, fax or web
- Not Guaranteed

# Commentary

- Much like Letter to the Editor
- Up to 700 Words
- “Respond” directly to a story or column
- Introduce issue of public policy
- Timely (people need to know information before event)
- Not guaranteed

# Use of the University's Name

- University members may not use or allow the use of the name of the University to identify them as employees of the University of Kentucky in public promotion or advertising of commercial products without written approval
- Individuals writing or speaking publicly in a professional or expert capacity may identify themselves by their relationship with the University, but must express any views are their own and not the University's

# Ethics Ruling

Conversing with Media

Clarification on Professional/Expert

Summary

Recommendation

# Conversing

(primarily sending written material to the Herald-Leader)

- Individual
  - You may write a letter to the H-L as an individual, using your name but not associating yourself with UK
- Professional/Expert
  - You may write to the H-L as a professional or expert, but you must clearly state your views are your own

# Conversing – cont'd

- Majority
  - May send a “commentary” or “letter to the editor” to possibly be published in the H-L
  - Resolution with agreed-upon language needs to be passed in usual business, and signed by the Chair or Executive Committee, or Chair of the Committee writing.
  - AD could only be purchased through discretionary money; request to use general fund money has to be sent to and approved by UK’s Public Relations Office

# Conversing – cont'd

- Minority
  - There is no right to a minority report, as the general body decides the general will.
  - A minority report can be issued if approved by the majority of the body but cannot be sent on your own
  - A minority report would be signed by the Senators who drafted it
  - Clearly state these opinions represent a minority group of the Staff Senate

# Speaking to Reporter

- May speak to a reporter as a citizen
- Must get approval from UK PR to speak to reporter as a UK employee or Staff Senator, they may deny request.
- PR official will grant request and may decide to be present during the interview
- Should not give an appearance that you are speaking for UK or the Staff Senate

# Clarification on Professional/Expert

- Being an elected member of the Staff Senate is not considered a profession nor does it require any level of education/experience
- Difficult to imagine any scenario under which you would be able to express your personal opinions and identify yourself as a UK Staff Senator
- Ex. It is acceptable for Warren Denny (University Architect) or David Mahoney (former Dean of the College of Design) to express their professional/expert opinion about the Center City development and identify themselves by their profession.

# Summary

- In Summary, the answer to your inquiry completely depends on the exact facts. It is highly unlikely that a member of the Staff Senate could submit a letter or commentary, noting the member's role as a Senator, to the H-L without being in violation of the applicable Governing Regulation.

# Recommendation

- “It is our recommendation that any future resolution developed, with the intent to be published(i.e. Herald Leader), first be submitted to the PR committee for review before being brought to the main floor for discussion and/or approval. We feel this expedites the process of debate and clarification, conserving time in our main Senate Meetings.”

# Regulations

- GR I.D.2, “Ethical Principles and Code of Conduct”
- AR I-1.0-1 “the Director of Public Relations is...”