

# MEDIA INQUIRIES



## Overview

Has someone contacted you to be an expert voice in a story, release or video? To ensure the College and University brand (including tone, style, respectability, etc.) remains strong and recognizable, these communications should include the help of Creative Services and UKNow. Review the information below to determine what role Creative Services will play based on your needs.

## Media Inquiry

	Task	Completed By	Timeline
1	Have you need contacted by a media entity? Before responding, please reach out to Communications Director, Ryan Clark (ryan.clark@uky.edu), AND UKNow,s Dani Jaffe (Danielle.jaffe@uky.edu) or Allison Perry (Allison.perry@uky.edu) to discuss the story topic and the ways we can help, either by coaching, or by sharing out the eventual publication.	Requester	Within 1 day
2	Creative Services will review and reply to requester.	Creative Services	
3	After talking with requestor, both will create a plan of action to determine if UKNow should be involved.	Creative Services	Within 2 business days of request
4	Creative Services or UKNow will help set up the interviews with the media.	Creative Services	As needed
5	Afterward, stories and press releases will be shared out through our social media channels, where and when appropriate (SEE: Social Media Posts and Campaigns).	Creative Services	1 day after the story/event is published

*If Design Work is needed, such as graphics, or even photography, video, etc.:*

	Task	Completed By	Timeline
1	For graphics and video: Send request to Will Hieronymus (wlhi223@uky.edu) and Sam Reynolds (sare222@uky.edu). Include desired due date, how this project will be disseminated, and all text content (which Ryan Clark can assist with, if needed). For photography: Clark will assign, depending on what is needed.	Requester	Determined by project and availability.

## **Target Audiences**

- *Internal:* Primarily to be seen by faculty and staff of the College of Health Sciences
- *Current Students:* Primarily to be seen by current students of the College of Health Sciences
- *Prospective Students:* Primarily to be seen by prospective students and/or parents and guardians of prospective students
- *Donors:* Primarily to be seen by current and/or potential donors
- *Alumni:* Primarily to be seen by alumni of the College of Health Sciences
- *Friends of the College:* any other audience member who may see our content but does not fall into the above categories (i.e., parents of current, former or prospective students; counselors or other school administrators; or community members who are not necessarily alumni or donors).