



Alumni Park & Place Media Policy – for Alumni Park/WFAA staff

The purpose of the Alumni Park Media Relations Policy is to:

- Provide guidance to staff on how to best assist members of the media;
- Provide the best central point of contact for members of the media;
- Ensure that consistent, accurate information and resources are provided to members of the media;
- Limit interruptions of Alumni Park patrons' experiences.

1. In general, members of the media need permission from authorized Alumni Park/WFAA staff to do interviews or request comment from Alumni Park staff or patrons, or do any filming or photography on the premises of Alumni Park facilities.

2. All media inquiries about Alumni Park, One Alumni Place, Rooftop Deck, Goodspeed Family Pier, the Wisconsin Foundation & Alumni Association, or any topic should be referred in a timely manner to:

- Tod Pritchard, WFAA Media Relations, tod.pritchard@supportuw.org, 608-609-5217
- Jessica Arp, WFAA Managing Director, Communications, jessica.arp@supportuw.org, 608-308-5144

If the inquiry is urgent and Tod and Jessica are unavailable, please contact:

- Lauren Swance, Alumni and Visitor Services Manager, lauren.swance@supportuw.org, 608-308-5150

3. No other person is authorized to speak to a member of the press on behalf of Alumni Park, or to give permission for media interviews, filming or photographs in Alumni Park facilities unless authorized by one of the people above. "Speaking to the press on behalf of Alumni Park" means giving an interview, comment or providing information other than information generally available to the public.

4. If media presence is approved, the above staff will then notify Alumni Park staff (Lauren Swance) and the Visitor Experience and Event Managers. If you notice unapproved media presence in our facilities, or aren't sure, please contact one of the staff listed above.

5. If you receive a media inquiry and none of the people above are immediately available, **please do**:

- Take the reporter's name and contact information, and any additional information about their request, and get it to Tod and Jessica.
- Provide the reporter with Tod's card/contact information and Jessica's contact information.
- Give out an Alumni Park brochure, map or any other information generally given out to the public.
- Refer the reporter to the website, alumnipark.com.

6. Any inquiries about the Union or The Terrace can be referred to the Union Communications Director at (608) 262-8862.

7. If you have any questions or concerns, please contact your supervisor/Alumni Park managerial staff. For non-media requests for photography or videography, see the Photography policy.