

Advancement | UCF Foundation, Inc.

External Communication Policy

Policy# 6.04

Effective Date: 11/21/2017

Responsible Department: Executive and Administration

1. **PURPOSE**

To provide for timeliness, consistency and accuracy in responses made and information provided to members of the media regarding the University of Central Florida Foundation, Inc. (“Advancement”).

2. **APPLICABILITY**

All employees acting on behalf of Advancement.

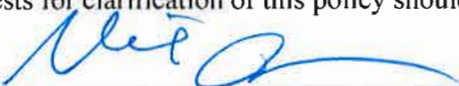
3. **POLICY**

Media Inquiries: All media inquiries must first be directed to the Associate Vice President for Communications. Every effort will be made to respond to each inquiry in a reasonable amount of time. If the Associate Vice President for Communications is unavailable the day that an inquiry is received, the inquiry should be directed to the Vice President for Advancement and CEO of the UCF Foundation or Senior Associate Vice President for Advancement, Administration. No other staff member is permitted to speak or otherwise communicate with a member of the media without prior authorization by one of these three individuals.

News Releases: All Advancement news releases are coordinated through the UCF News and Information. News releases announcing gifts for the foundation are generally issued for gifts of \$50,000 or more. Exceptions are made on the basis of the nature of the gift and in consultation with the Vice President for Advancement and CEO of the UCF Foundation, appropriate Dean and development officer. No news release will be distributed without a fully executed gift agreement and the express permission of the donor or authorized donor representative.

4. **CLARIFICATION**

Requests for clarification of this policy should be sent to the Associate Vice President for Communications.



Name: Michael J. Morsberger

Title: Vice President Advancement and Chief Executive Officer

Revision history:

Adoption Date: 12/15/2004

Revised: 12/14/2010

11/21/2017