Dealing with Media Queries (includes Pace University Media Policy)

As a rule of thumb, when media call, call Media Relations.

Media Policy

President, members of the Media Relations Department in University Relations, and others designated by the President. Members of external news media may only come to campus with the permission of a member of the Media Relations staff. Media Relations staff must be present if anyone from an external news organization is on campus.

Media Tips

- When media call, get the reporter's details: Always get essential information from the journalist -- name, organization, deadline, anticipated date/time of print or broadcast, and above all, contact information (phone, cell phone, and email).
- Buy time: Do not feel pressure to respond to a press inquiry instantly. It is standard practice to call the reporter back —the extra time can give you an