

**HEALTH SCIENCE CENTER HANDBOOK OF OPERATING PROCEDURES**

Chapter 2	General Policies and Procedures	Effective:	April 2000
Section 2.4	Administrative and Support Departments	Revised:	October 2009
<b>Policy 2.4.6</b>	<b>External Affairs</b>	Responsibility:	Chief of Staff/Chief Communications Officer

## **EXTERNAL AFFAIRS**

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### **Public Affairs/ Media/News**

External Affairs is designated as the clearinghouse for Health Science Center news and information. They produce news and feature stories for local, regional, and national media, and work with the media to develop their story ideas. The Office also publishes:

1. *The HSC News*,
2. *The Mission*, the official external magazine; and,
3. a variety of print material, most of which promotes philanthropy, i.e. Vanguard.

Faculty and staff are asked to contact the Office of External Affairs prior to contacting any media in relation to an activity of the Health Science Center. If a member of the media contacts a member of the Health Science Center faculty or staff, faculty and staff are asked to inform the Office of External Affairs of this activity.

Staff is available to consult on public relations aspects of the Health Science Center and departmental projects.

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