

Media Relations and University News

Responsible University Office:

Office of Marketing and Communications

Contact Information:

tamuc.edu/Marcomm

903.886.5128

Communications@tamuc.edu

Media Relations

The chief marketing and communications officer in the Office of Marketing and Communications (Marcomm) is responsible for:

- External communication with the news media
- Coordinating the media's access to faculty members who have expertise in specific areas of study
- Facilitating interviews with the university president and senior administration

Contact Communications@tamuc.edu for inquiries about media relations.

News

Marcomm is responsible for communicating news that promotes the university's brand and reputation, educates the audience about the university, and increases a sense of audience engagement, affiliation, and participation. Marcomm typically communicates news highlighting significant university initiatives and research and the recent accomplishments of students, faculty, staff, and alumni.

News Platforms

University news is shared on the platforms listed below. Marcomm staff determine the most appropriate and effective publishing platforms and/or distribution for each news item.

News Page

The [university news page](#) features university news categorized by latest news, alumni success, faculty and staff success, student success, campus and community news, research news, and more.

Newsletter

The Uproar Newsletter is a monthly digest of news posts pulled from the [university news page](#) and emailed to faculty, staff and students.

Press Releases

When Marcomm staff determine that a piece of university news should be shared with the media, a press release is sent to media contacts (local, regional, state and national as appropriate) via the Meltwater company.

Social Media

If applicable, Marcomm staff also share news posts from the [university news page](#) and official social media platforms, including [Facebook](#), [X](#), [Instagram](#), and [LinkedIn](#).

Submit News

Faculty members who wish to share news may submit a [News Story Request form](#). Marcomm staff will review the form, decide whether to share the news, and then consult with faculty members during the writing process. Faculty members from all colleges, the Graduate School, and all administrative units are invited to submit news requests.