



SUBJECT (R*)	EFFECTIVE DATE (R*)	POLICY NUMBER (O*)
FIU Foundation, Inc. Communications	June 6, 2014	

POLICY STATEMENT (R*)

General Policy

FIU University Advancement, in conjunction with FIU’s Office of Media Relations, is responsible for the central coordination of all press conferences, press releases and media inquiries that relate to or involve the FIU Foundation, Inc., with the exception of those media inquiries that seek a personal opinion from those affiliated with the Foundation, in his or her individual capacity.

All press conferences, press releases and external communications relating to the FIU Foundation, Inc., shall be centrally administered through University Advancement, which will coordinate with FIU’s Office of Media Relations.

Media interviews, inquiries or requests for information relating to FIU Foundation, Inc., or seeking the Foundation’s official position on a given subject must be timely referred to University Advancement (as outlined in **Procedures**, below) for coordination with and selection of the appropriate Foundation spokesperson designated to respond on behalf of the Foundation.

Communications with the Media

All persons affiliated with the Foundation, including but not limited to, members of the board of directors, staff and any Foundation committee, will refrain from commenting to the media regarding the Foundation, its members, activities or plans except for announcements approved by the CEO of the FIU Foundation.

Media interviews or inquiries related to any Foundation member’s area of expertise or seeking a comment in an individual capacity should be handled directly by the individual. Before granting any such interview, it is recommended that the Foundation member first contact University Advancement, who will coordinate with FIU’s Office of Media Relations, which can provide additional information for the interview, assist in preparing for the interview, or facilitate coordination between the parties.

Communications with the Public

All persons affiliated with the Foundation should remember that they may be perceived by the public as representing the Foundation. Any of those affiliated with the Foundation should consider any comments about the Foundation in that light and in furtherance of the best interests of the Foundation.

Additionally, the University recognizes that Foundation members may on occasion provide personal or professional opinions in their individual capacities that do not represent the University’s official position on a subject. In such circumstances, Foundation members should take all reasonable measures to clarify to the media that the opinions expressed represent the individual’s personal or professional opinions and do not represent or reflect the position of the University.

Communications with Governmental Officials or Agencies, and Community Groups

In order to present a consistent message from the Foundation and to enhance its ability to successfully express its positions, only an authorized representative may communicate on behalf of the Foundation. The CEO of the FIU Foundation, FIU’s Campaign Communications Director, or a designee will submit all communications, proposals, and responses to request for proposals, grant requests and government contracts, reports, press releases or other documents on behalf of the Foundation to any governmental and quasi-governmental entities or community groups.

Lobbying

The Foundation is a tax-exempt charitable organization as described in Code Section 501(c)(3). The Foundation or any person or affiliate acting directly or indirectly on behalf of the Foundation will not participate in or intervene in any political campaign on behalf of any candidate for public office, including the publishing or distribution of statements. No substantial part of the activities of the Foundation will consist of carrying on propaganda or otherwise attempting to influence legislation except to the extent permitted by applicable law and regulations for not-for-profit tax-exempt organizations. The CEO of the FIU Foundation or assigned designee will direct all activities which may be deemed to fall within this section.

REASON FOR POLICY (O*)

The purpose of this policy is to inform all persons of the FIU Foundation, Inc.'s policies concerning Foundation communication protocol for discussion of Foundation business, and to create a systematic and consistent process by which to coordinate requests from and provide information to members of the media with regard to matters that relate to or involve the Foundation.

RELATED INFORMATION (O*)

Please also see FIU's Media Policy at: <https://policies.fiu.edu/>

PROCEDURES (O*)

Reactive Media Inquiry

If contacted by a member of the media for comment about a Foundation-related topic, please direct that media representative to the CEO of the FIU Foundation (Howard Lipman, 305-348-6298 or lipmanh@fiu.edu), and FIU's Leadership Giving and Capital Campaign Planning Executive Director (Linda Curiel-Menage, 305-348-6298 or lcuriel@fiu.edu).

The CEO of the FIU Foundation and FIU's Leadership Giving and Capital Campaign Planning Executive Director will determine the best person to speak on the topic, as appropriate, and coordinate with FIU's Office of Media Relations. Once a designated Foundation spokesperson is selected, that spokesperson will get back in touch with the contacting media representative, or FIU's Leadership Giving and Capital Campaign Planning Executive Director will arrange an interview by phone or in person as appropriate.

Proactive Media Request

If the FIU Foundation has a story or announcement warranting a press release, then first contact the FIU Foundation Board Relations Director (Christy Martinez, 305-348-3130 or chrmarti@fiu.edu) who will coordinate with the CEO of the FIU Foundation and FIU's Leadership Giving and Capital Campaign Planning Executive Director to create a draft and seek all needed approvals.

Once the draft is semi-finalized, FIU's Leadership Giving and Capital Campaign Planning Executive Director will coordinate its release and distribution with FIU Media Relations. If media representatives are interested in an interview or request further quotes, the CEO of the FIU Foundation and FIU's Leadership Giving and Capital Campaign Planning Executive Director will select the appropriate spokesperson and FIU's Leadership Giving and Capital Campaign Planning Executive Director will coordinate connecting the spokesperson and media representative.

All Other Communications Requests

Please contact the FIU Foundation Board Relations (Christy Martinez, 305-348-3130 or chrmarti@fiu.edu), FIU's Leadership Giving and Capital Campaign Planning Executive Director (Linda Curiel-Menage, 305-348-6298 or lcuriel@fiu.edu) or CEO of the FIU Foundation (Howard Lipman, 305-348-6298 or lipmanh@fiu.edu) as appropriate.

RESPONSIBLE UNIVERSITY DIVISION/DEPARTMENT (R*)

FIU Foundation, Inc.
Florida International University

RESPONSIBLE ADMINISTRATIVE OVERSIGHT (R*)

FIU Foundation, Inc.
11200 S.W. Eighth Street, MARC 5th Floor
Miami, Florida 33199
Telephone Number (305) 348-6298

The University Policies and Procedures Library is updated regularly. In order to ensure a printed copy of this document is current, please access it online at <https://policies.fiu.edu/>.

For any questions or comments, the "Document Details" view for this policy online provides complete contact information.

*R = Required *O = Optional