



Public Relations **GUIDE**

Our office can help with an array of needs including managing media requests and amplifying the stories that highlight the work happening across Student Affairs and Academic Support.

How We Can Help

Our PR office serves as your partner in handling press outreach and coverage. We can:

- Contact reporters to clarify intent, topic and deadlines
- Offer interview preparation and media coaching for handling difficult questions
- Provide background details, talking points and accurate information to keep messaging consistent
- Determine whether a story is best shared through an interview, written statement or basic information

Event Promotion and Story Amplification

Beyond responding to media inquiries, our office helps promote events and highlight the impactful work happening throughout the division. We can share your story through division newsletters and social media platforms. When appropriate, we may also connect with local media outlets to help your event or initiative reach a wider audience. Whether you're planning a large program or launching a new initiative, our team can assist with messaging and publicity materials that capture the purpose and success of your efforts.

When a reporter reaches out, it's important not to say yes right away. Instead, pause and connect with our Public Relations team so we can guide next steps and make sure you're fully prepared before any interview or statement.

When Approached for Comment

- Never agree to an interview on the spot
- Politely direct reporters to the Student Affairs and Academic Support PR office
- This allows our team to review the request, gather facts and help you prepare for a successful media interaction

For “Man-on-the-Street” Requests

If a reporter stops you unexpectedly, it's fine to decline politely. A simple “No thank you” works. These moments can catch people off guard and may not reflect USC's message accurately. Instead, refer the reporter to our PR team for proper coordination.