



Procedure for Media Requests

This procedure does not pertain to faculty members who are approached for commentary on their areas of expertise. Faculty members are encouraged to let us know when they are quoted so that we can include articles in our news clippings.

All media requests must be vetted by our Marketing and Communications Department to ensure consistency of message. Marketing and Communications will contact the appropriate content expert to speak with the reporter and work with him or her to coordinate the appropriate message.

Any press requests should be directed to:
Marcia Moxam Comrie, Communications-Writer
mcomrie@york.cuny.edu
718-262-3865

Backup:
Dolores Swirin-Yao, Vice President for Institutional Advancement
dswirin@york.cuny.edu
718-262-5193

If neither is available, please contact the Marketing and Communications Department at 718-262-2945 which will direct the inquiry to the appropriate resources.

If you are contacted by any reporter (print, television, radio, internet), including student publications, please inform the writer that all press contact is coordinated through the Marketing and Communications Department. Most writers are familiar with this procedure, which is typical in both for-profit and non-profit/educational settings. Please then have the person call Marcia (or, in her absence, Dolores), or take the information and inform Marcia (or Dolores) so that she can promptly return the reporter's call.

Sometimes a reporter will pressure the individual he or she has called to give a statement, either just because of deadline pressure or because that writer wants to elicit a quote that will not depict York in the best possible light. Please be politely firm in saying that you are not authorized to speak to the press without the coordination of the Marketing staff but that you can assure the writer that we will respond promptly.

Thank you for your help in securing positive press coverage for York College.