



MEDIA INFORMATION GUIDE 2010-11

California State University, Fresno welcomes news media to our campus just as the public is welcome to the campus. But neither the public nor reporters have a right to indiscriminate access to Fresno State buildings or other facilities. It is our policy to be as helpful as possible to news media seeking access to facilities while upholding the university's mission of teaching and research and maintaining the reasonable privacy expectation of students and others.

Members of the media planning to be on campus are encouraged to notify the Office of University Communications and facilitate the visit by calling 559.278.2795. Often, we can speed access to the areas and people that are of interest to media.

As a public institution, the university is generally an open and public place that provides reasonable access to media representatives. However, the university may regulate or deny news media access to prevent disruption to teaching or research; to protect the health and safety of students and staff; to protect the privacy of students and others who live on campus; and to comply with state and federal laws on student and personnel data.

Access may be denied or limited, and pool cameras or reporting may be required, during an emergency or in situations when the university determines that unrestricted media access may become inappropriately disruptive. Its goal will be for students, faculty and other members of the Fresno State community to carry out their activities with a reasonable expectation of privacy and normality while remaining free to speak openly with the media if they choose to do so.

The following guidelines pertain to media access to Fresno State-owned or Fresno State-controlled property. Please note that some university and auxiliary offices are located off campus on non-state property. Guidelines apply to any individual or group conducting interviews, making audio or video recordings or photographic images for dissemination to the public via commercial or noncommercial news and information outlets, including the Internet.

GENERAL GUIDELINES

- **OUR NAME:** We're "California State University, Fresno" or "Fresno State." Please do not use any shorthand names or initials.
- **EXPERTS:** We have a wide range of faculty and staff experts. An online experts list is available at <http://experts.csufresno.edu> and we continue to add names of faculty and staff members.
- **OUR STAFF:** University Communications has two media relations staff and two student-interns and a commitment to help media as much as we can. Because our resources are limited, we ask your cooperation in making requests to us as early and specifically as

possible, including your deadline. That will help our staff connect you with the person or find the information you need. We also can provide photos and videos that may be helpful.

- **AFTER-HOURS:** The Office of University Communications is open weekdays from 8 a.m. to 5 p.m. during the academic year and 7 a.m. to 3:30 p.m. during the summer. When the office is closed, contact University Communications staffers via cell phones only in the case of breaking campus news. Non-emergency calls after hours may not be returned until the next day.
- **RESTRICTIONS** on the use of television cameras, still cameras, flashes and other special lighting and audio equipment may be imposed on a case-by-case basis to minimize disruption or protect safety or security. Equipment is subject to inspection for security concerns.
- **MEDIA VEHICLES** must display a university-issued parking pass and be parked legally. Equipment, vehicles and personnel must not damage university property. Equipment, vehicles and personnel must not impede traffic or access to buildings and fire lanes. **See “Media Parking on Campus” section for more information.**

MEDIA PARKING AND DRIVING ON CAMPUS

Parking rules are routinely enforced on campus because parking spaces are in high demand and traffic is heavy. It is also important that traffic flow, sidewalks, driveways, fire lanes, disability access should not be blocked. Observe all posted speed limits – 25 mph on roads and 10 mph in parking lots.

Media vehicles must be parked legally. The university will not pay for parking tickets on media vehicles and it is up to the media outlet to follow through on the citation review process with the Traffic Operations office. Please call Amy Armstrong at 559.278.6709 with questions about tickets.

Please follow these guidelines when parking on campus:

- University Communications-issued media parking placards should be displayed at all times on campus and should only be used for news purposes. Placards may not be displayed for personal use or used by friends or family of media.
- Media displaying university-issued media placards may park in green (student) or yellow (faculty-staff) lots throughout campus.
- Media parking also is permitted in Lot I next to the Thomas Administration Building. It provides an easy walk to Kennel Bookstore, University Student Union, Satellite Student Union, Free Speech Area and many classroom buildings. You may park in open stalls, including rideshare (the only location you are allowed to park in rideshare stalls) or Bookstore vendor spots. Do not park in handicap stalls.
- Two media spots are also available in Lot D, south of University Center. Contact Margarita Adona at 278.4299 for permission to park in one of these and she will notify the Parking Office so that you won't be ticketed.

- In addition, we provide the following:
 - For brief stops (30 minutes or less), vehicles displaying University-issued media placards may park in metered or timed stalls and loading areas in back of University Center (Lot D), Joyal Administration Building (Lot B) and Satellite Student Union.
 - Our Traffic Operations office has committed to responding whenever possible to media requests for golf-cart rides to campus locations. Please call ahead of your arrival and speak to Amy Armstrong, the University Police PIO, at 559.278.6709. She will arrange for a traffic officer and cart, if available, to meet you in a parking lot and take you to your desired location. After 5 p.m., call the University Police dispatcher at 559.278.8400 and ask to be connected to a parking supervisor.
- Media vehicles are strictly prohibited from driving or parking on sidewalks and grass, unless prior approval is received. Parking is prohibited in handicapped stalls, parking places marked for ride-share permit holders and red zones.

The Campus Master Plan calls for a pedestrian friendly core campus. To achieve this goal a new plan has been created to reduce the number of vehicles driving through core of campus.

The No Drive Zone (includes the Peace Garden, Free Speech Area, Memorial Garden, Maple Mall and Rose Garden) has been identified as the most frequently used route for pedestrians. The only vehicles authorized in the No Drive Zone are emergency vehicles and those transporting people with disabilities.

The Restricted Drive Zone (from Campus Drive and San Ramon Avenues, the west side of Peters, Conley Art and Joyal, along Keats avenue and to the west side of the Library) has been identified as high traffic for pedestrians and there should be limited use during 7:30 a.m. - 5:30 p.m. Monday - Friday. Media vehicles driving in the Restricted Drive Zone must get permission from University Communications or University Police.

To see a map that details these areas please go to:

http://www.csufresno.edu/police/maps/Campus_Access_Map.pdf

If you receive permission to enter the Restricted Drive Zone, you must take routes both into and out of the zone that cause minimal intrusion. Enter and exit from the nearest entry/exit point.

For questions about the policy please contact University Police Department Traffic Operations at [559.278.2950](tel:559.278.2950).

Please use extreme caution when driving on campus. Students often listen to music on headphones, use cell phones or text as they walk and may not hear your vehicle or pay attention to you calling out to them.

We recommend drivers check the campus map before arriving to locate the parking lot closest to your story. A map is online at <http://www.csufresno.edu/ucomm/maps/>.

PUBLIC RECORDS ACT

We endeavor to provide information about the university and its people to media and the public as quickly as possible upon request. Some questions may require research and/or consultation with university counsel and will be handled as California Public Records Act requests. These requests are processed by the Office of the Vice President for Administration, which receives requests from the public as well as the media. They are handled in the order received, and responses may take several days. To view information about records requests and the California State University Records Access Manual, see <http://www.csufresno.edu/adminserv/office/publicrecords.shtml>.

NON-RESTRICTED AND RESTRICTED AREAS

The media is generally permitted to film or otherwise have access to spaces on campus that are open to the public, subject to reasonable time, place and manner restrictions.

FULL OR LIMITED ACCESS IS AVAILABLE FOR:

- All campus outdoor sidewalks, green spaces, parking lots and ramps are open to the media for reporting and photography. Vehicle access is limited. See "Media Parking on Campus" section below.
- Campus events, such as lectures, forums and performances that are open to the public. Restrictions may be placed on how much may be filmed, cameras, lights, flashes and other equipment to minimize disruption. Advance notice or credentials may be required.
- Corridors and common areas within university laboratory and classroom buildings.
- Common areas within the University Student Union are open to the media; individual offices in the Union are not. If a reporter or photojournalist wishes to enter a private office, he or she must get permission from the person who works in that office.

PERMISSION TO ENTER IS REQUIRED FOR:

- Faculty, staff or student offices or laboratories. Permission to enter must be obtained from the person or persons who work in that office or laboratory.
- Classrooms. Media should request permission from the Office of University Communications in advance. If a class is in session, permission for media access must be obtained from the person teaching the class.

Media are allowed in the following locations with express permission from an administrative authority and only with an officially designated university escort:

- Residential areas (see section "Media Access to Residence Halls").
- Any secured area or laboratory.
- Student Health Center.

- Intercollegiate athletics venues, including Bulldog Stadium, Pete Beiden Field, Bulldog Diamond, Warmerdam Track, Wathen Tennis Center, North Gym, South Gym, Equestrian Center, Aquatics Center and practice fields, unless media representatives are covering competition as part of their work and have university-issued media credentials.
- Recreational sports facilities, including the Student Recreation Center.
- The Save Mart Center.
- Inside libraries, museums or other areas where quiet study is enforced or where collections may be endangered by media activity or equipment.
- Inside any venue charging admission, unless the individual is a paid ticket holder. In these cases, members of the media must abide by the policies applicable to all ticket holders.
- Inside private functions that are not open to the public.
- Inside any university facility that is not open to the public, including utility operations, waste facilities, maintenance and repair facilities and public safety facilities.
- Any area designated as restricted and/or, marked as a construction area, crime scene or hazardous or unsafe location.

MEDIA ACCESS TO RESIDENCE HALLS

Permission is required at all times for media access to Fresno State housing, including campus residence halls. Even with permission of a resident, media must be escorted by University Courtyard or University Communications staff once authorization is granted by the university. Unescorted media will be asked to leave.

Escorted media may film in, or report from, the common areas (lounges, dining areas, corridors) of residence halls.

Media must have permission from the occupant(s) of individual living quarters to enter, report from or film that space.

Media may film or solicit interviews on the public sidewalks or common areas outside of residence halls and apartments. In some special situations, media access to these areas may be limited to protect privacy, health or safety.

To obtain permission to enter a residence hall, call the Office University Communications at 559.278.2795 during business hours Monday-Friday. For other information about residence halls, contact University Courtyard at 559.278.2345.

NOTE: Campus Pointe student housing is not administered by the university. For access, contact Chris Duke of RPM Company at 559.291.6400.

RELEASE OF STUDENT INFORMATION

Federal law, state law and California State University policy govern access to student records. Under these laws and policies, some information is considered public and some is considered private. However, it is possible for students to suppress some or all public information by requesting nondisclosure.

All requests for information from news media must be directed to the Office of University Communications at 559.278.2795.

In most cases, the following student information is **public** unless the student has flagged his/her records as confidential:

- Name
- Major field of study
- Enrollment status (full time or part time; undergraduate or graduate)
- Academic awards and honors
- Most recent educational institution attended
- Participation in officially recognized University sports and student activities

In most cases, the following student information is **private**, unless the student has signed a release, such as for athletics promotion purposes:

- ID and Social Security number
- Birth date
- Gender
- Grades
- Courses taken
- Schedule
- Test scores
- Advising records
- Educational services received
- Disciplinary actions
- Photographs
- International status

COMMERCIAL FILMING ON CAMPUS

Fresno State's large, park-like campus makes it an ideal setting for filming for commercial purposes. Special advance permission is required.

Policies regarding commercial, non-news productions are available at <http://www.csufresno.edu/humres/MAPP/II/D/D-08.pdf> (scroll to section 14.0).

*Office of University Communications
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