

Communications Advisory Committee (CAC)

Meeting Minutes

January 28, 2020

Present: Dorene S. Markel (Committee Chair), Kallie Michels, Vice President for Communications, Lee Doyle (Director of Communications Administration), Deirdre Spencer (SACUA Liaison), Amanda Thatcher (Medical School), Stephanie Preston (LSA-Psychology), Amanda Halbert (Athletics-Development), Marieka Kaye (Library), Kayla Niemann

Absent: Gabrielle Hall, John Pasquale (tried to call in), Chandan Kumar-Sinha, Kalli Federhofer

Guest Presenters: Laura Lessnau, Director, Michigan News, and Jared Wadley

The minutes from the December 18, 2019 meeting were approved with one amendment: to show Kayla Niemann as absent. Those amended minutes have been sent to Dorene Markel.

The first discussion was on the recent action to place Provost Philbert on administrative leave. Vice President Michels said that based on early information, President Schlissel took steps to put the Provost on administrative leave. There are no findings yet, and it is too early in the investigation to know more. The investigation is being handled by an outside firm.

Guests Laura Lessnau and Jared Wadley presented how media training is conducted at the university. Their presentation and a tip sheet that they handed out are attached.

Major points included:

- We help faculty meet their duty to share their expertise.
- Michigan News helped train faculty and staff for 75 interviews last year.
- News is a shrinking industry and reporters are stretched thin, without much time for research.
- We have a reputation for quick responsiveness to requests for comment or to translate complex information. Faculty are encouraged to carve out 10 minutes for a call when asked. It's OK to ask what their question is and then call back with an answer shortly after;
- Michigan News is always happy to assist;
- If a reporter asks for a quote, ask them to read back your answer to be sure they got it right;
- Don't answer "no comment". Instead say that you don't know and can't speculate;
- Make sure that the points you want to make come through. It helps if you give additional background and links to help them understand. Keep coming back to the point you want to make;

The next meeting is scheduled for April 8, 2020 at 2:00 p.m. in room 5075 of the Fleming Administration Building.