



16 May 2016

MEMORANDUM

To: UA Cooperative Extension

From: Jeffrey C. Silvertooth, Ph.D.
Associate Dean and Director, Extension & Economic Development
Associate Director, Arizona Experiment Station

Subject: Interacting with Media: Personal versus Professional Activities

The UA and Cooperative Extension have specific guidelines for interactions with media and social media. CALS has developed a Media Interview Guide (attached) that you should review if you are approached to participate in an interview, and the UA Social Media Guidelines can be found at <http://policy.arizona.edu/ua-social-media-guidelines>.

People value Cooperative Extension. Our public pronouncements matter. Our constituents expect, and should expect, that Extension staff speak with expertise garnered from research-based knowledge and that when we speak, it's professional, credible and useful.

That means we must always conduct ourselves with the utmost professionalism and integrity when representing Extension and the University of Arizona, particularly when we are speaking in our capacity as employees.

You also have the right to express your opinions as a private citizen, and we can expect you to clearly delineate those as such. That means you should make clear that you are speaking in your personal capacity only and not as a representative of the UA, the College of Agriculture and Life Sciences, or any of its units.

Extension professionals have status in our community, based on more than a hundred years of communicating credible research-based information to improve the lives and livelihoods of our constituents and clients. Be sensitive to the fact that, when you express personal opinions that conflict with the expertise Extension provides, those opinions can undermine the trust the public has in our ability to perform unbiased research and provide objective information.

My expectation is that all of us will adhere to the admonitions and guidelines included with this letter and exhibit the utmost in integrity and expertise when engaging the public as Extension professionals.

Attachment: Media Interview Guide