

<b>Media Information Policy</b>	<i>Approved by the AUTM Board of Directors: May 19, 2016</i>
	<i>Amended by the AUTM Board of Directors:</i>

To promote the understanding of the technology transfer profession and its mission, AUTM shares information, data and knowledge with the media. AUTM not only disseminates information that association members create, but also can connect journalists with AUTM members who have expertise in various technology transfer areas.

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**AUTM Licensing Activity Survey**

Once the AUTM Licensing Activity Survey is published and after it has been distributed to participants, press on the AUTM list will automatically be sent a copy. Members of the press not on the AUTM list may also request a copy. In addition, upon request, press may also receive limited-time complimentary access to the online STATT database.

**Reproduction**

Press representatives who request permission to reprint articles or parts of articles must work with AUTM headquarters staff to obtain reproduction rights.

**Access to AUTM Experts**

- The AUTM President is the spokesperson for AUTM.
- Members of the press who contact AUTM headquarters for quotes and specific details about technology transfer issues will be referred to the AUTM President.
- Should the AUTM President be unavailable for an interview, AUTM staff will direct reporters to the AUTM President-elect.
- Should the AUTM President and the President-elect be unavailable for an interview, AUTM staff will direct the reporter to the AUTM Immediate Past President.
- AUTM headquarters staff members are not technology transfer experts and will not share opinions with members of the press except as specifically authorized by an AUTM officer.
- AUTM does not provide journalists with printed or electronic versions of the AUTM membership directory, or email addresses for AUTM officials other than headquarters staff, except where available on the AUTM website.
- If an AUTM Board Member is contacted by a reporter regarding AUTM matters, he or she will refer the reporter to AUTM Headquarters for follow up. The AUTM Board Member will not comment to the press on issues of interest to AUTM unless the President has asked them to.



## **ASSOCIATION OF UNIVERSITY TECHNOLOGY MANAGERS POLICY**

*Printed copies are for reference only. Please refer to the electronic copy for the latest version.*

### **Entry to AUTM Educational Forums**

Journalists with active press credentials may seek AUTM's approval to attend AUTM educational events on a complimentary basis. Send requests along with press credentials and a brief description of journalist's relation to the technology transfer field to [pstark@autm.net](mailto:pstark@autm.net).

Any questions about the terms and conditions of this policy should be directed to the AUTM Communications Director at [pstark@autm.net](mailto:pstark@autm.net).