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## FRESNO STATE MEDIA INFORMATION GUIDE

### Academic Year 2024-25

Members of the media planning to be on campus are encouraged to notify University Marketing and Communications and facilitate the visit by emailing [fsnews@mail.fresnostate.edu](mailto:fsnews@mail.fresnostate.edu) indicating when you will be here and your intended destination. 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 is for students, faculty and other members of the Fresno State community to carry out their activities with a reasonable expectation of privacy and normalcy 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. 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 are “California State University, Fresno” or “Fresno State.” Never use CSUF, FSU or Fresno State University. Variations of our name such as shorthand names or initials don’t follow university branding guidelines, are inaccurate or confusing, or create a negative connotation.

**OUR LOGO:** You may use our Fresno State logo as well as our official University Seal. Please discard the “sunburst” logo and the “gold medallion” logos – they are no longer approved logos and have not been for many years. Brand guidelines can be found at [brand.fresnostate.edu](http://brand.fresnostate.edu).

**EXPERTS:** Contact the Public Information Officer Lisa Bell by email, at [lbell@csufresno.edu](mailto:lbell@csufresno.edu), for help finding a subject expert.

**OUR STAFF:** University Marketing and Communications has one media relations staff member and a commitment to help the media as much as we can. Because our resources are limited, we ask for your cooperation in making requests to us in writing 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:** University Marketing and 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, email or text University Marketing and Communications staffers via cell phones only in the case of breaking campus news. Non-emergency calls or texts after hours, on weekends, on holidays or during campus closures may not be returned until we return to work.

**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 and Driving on Campus” section for more information.

## **MEDIA PARKING AND DRIVING ON CAMPUS**

The flow of pedestrian and vehicular traffic should not be blocked in any way. Sidewalks, driveways, fire lanes and pathways for disabled persons should be kept clear. 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 citations on media vehicles, and it is up to the media outlet to follow through on the citation review process with the Traffic Operations office. Call Traffic Operations at 559.278.2950 with questions about parking citations.

Please follow these guidelines when parking on campus:

- University-issued media parking credentials must be prominently displayed at all times while on campus and are strictly intended for official media-related activities. These credentials are not to be used for personal purposes or by friends or family members of media personnel.
- Media displaying university-issued media parking credentials are authorized to park in green (student) or yellow (faculty/staff) lots throughout campus.
- Media parking also is permitted in Lot P17 next to the Thomas Administration Building. It provides an easy walk to the Kennel Bookstore, University Student Union, Satellite Student Union, area outside of the USU and many classroom buildings. In this lot, you may park in open stalls, including rideshare (the only location on campus where you are allowed to park in rideshare stalls) or Bookstore vendor spots. Do not park in disabled parking spaces.
- Two clearly marked media parking spots are also available in Lot P31, south of University Center. If you are not in a marked media vehicle, contact Angel Langridge at 559.278.2795 or [angel@csufresno.edu](mailto:angel@csufresno.edu) for permission to park in one of these stalls, and she will notify Traffic Operations so you will not be ticketed.
- In addition, we provide the following:

- o For brief stops (30 minutes or less), vehicles displaying university-issued media parking credentials may park in metered or timed stalls and loading areas in back of University Center (Lot P31), Joyal Administration Building (Lot P4) and Satellite Student Union.
- o For all transportation requests, call Traffic Operations at 559.278.2950. After 4:30 p.m., call Fresno State Police dispatch at 559.278.8400.
- Media vehicles are strictly prohibited from driving or parking on sidewalks and grass, unless prior approval is received. Parking is prohibited in disabled parking spaces, parking places marked for ride-share permit holders (except in Lot P17) and red zones.

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

The No Drive Zone (including the Peace Garden, area outside of the University Student Union, 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. Mondays - Fridays. Media vehicles driving in the Restricted Drive Zone must get permission from University Marketing and Communications or University Police.

To see a map that details these areas, visit [fresnostate.edu/map](https://www.fresnostate.edu/map). 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.

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.

For questions about the policy, please contact Traffic Operations at 559.278.2950.

## **PUBLIC RECORDS ACT**

We endeavor to provide information about the university and its people to the media and the public as quickly as possible upon request. Many records of the California State University are available for public inspection under the California Public Records Act. These requests are processed by the Office of the Vice President for Administration. For information regarding the Public Records Act or to request records maintained at California State University, Fresno, please visit [fresnostate.edu/adminserv/division/about/ca-public-rec-act-req.html](https://www.fresnostate.edu/adminserv/division/about/ca-public-rec-act-req.html).

## **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 and Driving on Campus” section.
- Campus events, such as lectures, forums and performances, 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 University Marketing and 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
- The University Farm
- Student Health and Counseling 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 Student Housing or University Marketing and 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 University Marketing and Communications at 559.278.2795 during business hours Monday-Friday. For other information about residence halls, contact Student Housing at 559.278.2345.

NOTE: Campus Pointe student housing is not administered by the university. For access, contact Palmilla at 559.291.4000 and Palazzo 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 media requests for information must be directed to University Marketing and Communications at 559.278.2795.

In most cases, the following student information is public unless the student has flagged their 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

To positively confirm any directory information, we will need a date of birth or other identifier for the student in question.

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. This policy can be found at [upm.fresnostate.edu/iii/d/D-08%20Jan%2026%202021.pdf](https://upm.fresnostate.edu/iii/d/D-08%20Jan%2026%202021.pdf), section 14.0.

For more information, contact Angel Langridge, [angel@csufresno.edu](mailto:angel@csufresno.edu), in University Marketing and Communications at 559.278.2795.

University Marketing and Communications  
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