

Juilliard

Title:	Media Relations Policy
Policy Owner:	Office of Public Affairs
Contact Information:	Room 214A Main Building (212) 799-5000, ext. 207 publicaffairs@juilliard.edu
Applies to:	All Members of the Juilliard Community (includes all faculty; staff; and students, including College, Pre-College, MAP, and Evening Division)
Effective Date:	March 1, 2018

The Communications Office is charged with coordinating all public information provided by the School to the media and others seeking information and comment.

If any student, faculty, or staff member receives a general media inquiry, please refer the journalist to news@juilliard.edu, and an appropriate staff member will handle further communications and coordinate any interviews to ensure appropriate access to campus.

If any member of the media contacts a student, faculty or staff member directly with requests for School-related information or to comment as a representative of Juilliard, the student, faculty or staff member **must** contact news@juilliard.edu before speaking to the reporter.

This does not apply if the call is made in reference to the subject's own work with no mention of a connection to the School. In this case, the individual should make it clear to the reporter they are speaking on their own behalf and not as a representative of Juilliard.

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Title:	Solicitation and Distribution Policy
Policy Owner:	Office of Public Affairs
Contact Information:	Room 214A Main Building (212) 799-5000, ext. 207 publicaffairs@juilliard.edu
Applies to:	All Members of the Juilliard Community (includes all faculty; staff; and students, including College, Pre-College, MAP, and Evening Division); parents; and alumni
Effective Date:	March 1, 2018

In the interest of maintaining a productive and non-coercive educational and work environment, The Juilliard School prohibits unauthorized solicitation for charity or services, distribution of commercial literature, distribution for sale of merchandise, or engaging in any other venture involving personal financial gain on School property and/or through utilizing School resources. This includes solicitation, sales and/or distribution on all School-owned and rented buildings and grounds, including without limitation the Irene Diamond Building, the Meredith Willson Residence Hall, The Café, the Signature Theater and all other locations affiliated with the School.

The unauthorized creation and/or sale of merchandise using the Juilliard name is strictly prohibited under all circumstances. Departments or student groups who wish to create custom merchandise should contact Tina Matin in The Juilliard Store (ext. 7232, tmatin@juilliard.edu).

For purposes of this policy, solicitation or soliciting includes, but is not limited to:

- Canvassing, soliciting or seeking to obtain membership in or support for any organization requesting contributions.
- Posting or distributing handbills, pamphlets, petitions, and advertising materials.
- Peddling or otherwise selling, purchasing or offering goods and services for sale or purchase.
- Engaging in any other conduct relating to any outside business interests, or for personal profit or economic benefit, on Juilliard property or using Juilliard resources (including without limitation using classrooms, studios or performance areas; bulletin boards; computers; mail, email and telecommunication systems; photocopiers; telephone lists; and databases).

Approval of Solicitation

Any group or individual wishing to distribute literature or printed materials of any kind; to sell or solicit others to purchase memberships, merchandise or services; or to recruit on campus must be authorized to do so.

- Registered student clubs or student organizations must receive approval from the Office of Student Affairs.
- Students must receive approval from the Office of Residence Life for posting in the residence hall.
- Faculty or staff members must receive approval from the Office of Human Resources, Public Affairs, and Legal.

Non-Juilliard affiliated solicitors will be asked to leave the campus by Juilliard's Public Safety Department.

Prohibited Activity

Approved solicitation may not:

- Interfere with other Juilliard polices.
- Interfere or compete with the operations of Juilliard or its contractual relations with others.
- Infringe upon the School's trademarks or logos or other intellectual property rights.
- Interfere with instruction, the orderly operation of the School and the maintenance of its grounds.
- Obstruct the free flow of pedestrian or vehicular traffic.
- Use sound amplification equipment or in any way interfere with the rights of other individuals on School property.
- Contain false, misleading, or illegal claims.
- Relate to the promotion or consumption of alcoholic beverages, illicit drugs, or smoking related products.
- Make any representation, implied or direct, that suggests Juilliard's endorsement or guarantee of any products or services.

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Policy Violations

In the event of any violation of this Policy, individuals may be subject to disciplinary action (where applicable); permission to engage in authorized solicitation may be revoked; and future requests may be denied.

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Title:	Performance Promotion Policy
Policy Owner:	Office of Public Affairs
Contact Information:	Room 214A Main Building (212) 799-5000, ext. 207 publicaffairs@juilliard.edu
Applies to:	All Juilliard students (including College, Pre-College, MAP, and Evening Division)
Effective Date:	March 1, 2018

The Public Affairs office provides information about Juilliard and its performances and schedules and formats all digital displays across the Lincoln Center campus. All promotional materials for official Juilliard events are created through Public Affairs; members of the Juilliard community are prohibited from creating any promotional materials without prior authorization.

Students who wish to have their recital or concert considered for display on Juilliard's website and electronic bulletin board should send a hi-resolution, 300 dpi headshot via the [recital management system](#). Faculty can submit imagery for recitals to content@juilliard.edu. Prior to submitting any imagery, students and faculty should ensure that they have appropriate rights to use the images for promotional and public display purposes. Juilliard is not responsible for any rights clearances. Images that do not fall within these parameters will not be considered for display.