

Rules for Representing the UI and the School of Planning and Public Affairs

1. If asked, make it clear that you're speaking as a student and not as an official representative of the UI (a role usually reserved for the University President or official spokesperson).
2. Emphasize the positive. If students are dealing with media, it's about a specific area of research in which they're involved, so they're not likely to be expressing opinions as much as findings. Still, if you have any issues with a faculty member, a program or other UI-related matter, work it out internally through available channels, and don't take your beef to the media.
3. Be honest about the limits of your knowledge. If you don't know, feel free to tell the reporter that's not your area of expertise and offer to find someone else (student or faculty member) who can speak to that issue.
4. If you're talking about research findings, especially if the data is complex or the subject matter esoteric, come prepared to give some examples of real-world implications. But don't over-reach! Sometimes narrow research doesn't have apparent real-world applications but is useful still because it broadens human knowledge about an important phenomenon or subject area.
5. If you get a chance, credit your faculty members, UI staff members, your college/school/program, or your overall UI experience for making your research opportunities possible, but only if that's how you truly feel.
6. If appropriate, wear your school colors.