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The Office of Communications

The Office of Communications facilitates the external communications of the College and serves the publication, promotional and marketing needs of various campus departments.

The Office of Communications strives to enhance Keuka's image and reputation among the College's constituencies and promote greater visibility and name recognition in support of fund raising and student recruitment. Responsibilities include:

- Publicity and media relations.
- Publications design and production.
- Publishing *Keuka* magazine, the College's flagship publication; *KC Currents*, the College's online publication; and the *Community Report*.
- Sports information.
- Graphics and editorial support for the Keuka College Web site.
- Promotion of community relations programs.
- Arrangement of photography for publications and coverage of College events.

Communications staff members work on publications and directly with the media for placement of news, feature and sports stories. When you or your department is seeking publicity for a College event or program, please contact the Office of Communications. This guide is designed to provide you with assistance on how the Office of Communications works, who you should call when you have a question about the publications or media, and how staff members go about completing their responsibilities.

The Office of Communications is located on the first floor of Ball Hall. The mailing address is Office of Communications, Keuka College, Keuka Park, N.Y. 14478. The general telephone number is (315) 279-5231 and the fax number is (315) 279-5281. Regular office hours are 8:30 a.m. to 4:30 p.m., but due to the nature of media and public relations, the director of communications may be contacted at his home.

Office of Communications Staff

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Publications

Publications policy approved by the Office of the President (revised, March 2009)

Publications geared toward alumni, parents, and other College constituencies must be approved by the communications office prior to printing/copying. This includes publications copied by the College copy center (IKON) and printed by off-campus printers, as well as posters produced by the Epson 7880 printer, located in educational technology (Lightner Library). This policy excludes mass mailings of student correspondences and posters, flyers, etc. developed for on-campus placement only.

The communications office produces several hundred publications each year. Given that workload and the priority that must be given to publications that promote the College to its constituencies and are essential to the operation of the College, the communications office will not provide design or production support for on-campus publications that can be created by the employee's own computer/software. These include posters, flyers, announcements, etc. The communications staff does encourage members of the College community to seek advice on graphic design and editorial matters, including whether or not he or she has the ability to create a piece for on-campus distribution using his or her own computer/software.

Keuka College publications reflect not only the quality of individual events and programs, but also the character of the College. The Office of Communications staff works to ensure quality control for the many publications produced under the College's name.

The Office of Communications provides the services needed to develop a first-rate publication, from the planning stage through delivery of the finished product. All services provided by the communications staff are free of charge. Any pre-

press, printing, or distribution costs involved are billed to the department requesting the publication.

We strive to keep costs within the budget limitations established for each project.

The following services can be provided: cost estimating, writing, copy editing, designing, art direction of photo shoots, proofreading, and supervision of the printing/copying process.

Planning a Publication

Before calling the communications office, some things that you should think about include:

- What is the purpose of the publication?
- Who is going to read it?
- What is the message(s) that you want to convey?
- Who is going to write it?
- How will the publication be used? Is it to be mailed? If so, are there other pieces to be included in the mailing or will the publication be a self-mailer?
- How colorful should the publication be? [Keep in mind that full-color (4-color) printing will likely cost more and is not always necessary].
- Should the publication be a particular size or shape? Is it to be part of a family of publications that should mirror each other?
- Is photography to be used? If so, does it currently exist or does a photo shoot need to be arranged?
- How many copies do you need?
- What is the budget?
- Where should it to be delivered?

The Office of Communications ensures that the look of your publication integrates with other publications from the College, that the “feel” of the publication is one that reflects well on the College as a whole, and that the publication maintains the high standards that Keuka College projects to the public. The staff also directs any photo shoots that are required or selects graphics that may need to be purchased. Input and design suggestions are welcomed at the start of the design process. While your input is strongly encouraged at the beginning of a project, minimal design edits will be made after the design concept is established. Our goal is to provide you with the best possible design in your first proof.

Your First Stop

The director of communications is your first stop in every publications project, whether new or revised. When the copy has been written, edited, and proofed, the director turns the project over to the assistant director (graphic designer), who is responsible for design and production of the publication, including drafting the appropriate budget forms and serving as the liaison with the College copy center (IKON) and off-campus printers.

Scheduling Publications

At any given time, the Office of Communications will have 20 to 30 job requests in the production pipeline. Scheduling is therefore critical to the production process. A great deal of advance planning is required to ensure that all jobs are completed on time.

Most people underestimate the time needed to produce a publication, no matter how small. A typical job involves a number of stages, including:

- Consultation and project planning with the client.
- Editing copy.
- Design and layout.
- Proofing and corrections by publications staff and the client.
- Final review and approval.
- Printing.

The production cycle for a job does not formally begin until all copy is submitted. Once in progress, copy and design changes may take your job off schedule and change the delivery date. Production time may also be affected by the need to schedule photo shoots. Full-color (four-color) design and printing will add to the time required as well. The amount of time it takes to produce a piece will vary, depending on whether it is sent to the College copy center (IKON) or an off-campus printer. Once the copy is submitted, the graphic designer will be able to give you an approximate delivery date. Nonetheless, it is important to avoid “rush jobs” and give everyone involved enough time to produce a quality piece.

Writing and Editing

With some exceptions, the writing of copy is the responsibility of the department that initiates the publication. The director of communications may rework copy to ensure it meets stylistic guidelines and communications staff will assist with proofreading final copy before it goes to the printer, but the client is ultimately responsible for the completeness and accuracy of the text.

If the communications office is writing the copy, please make sure that information on the subject, possible interview subjects with phone numbers, and any additional information is provided to the communications office as far in advance as possible. All copy is reviewed by the director of communications for consistency, accuracy and conformation to the College’s style. The College uses the *Associated Press Stylebook* as a general guide. Exceptions to the stylebook and the most common style errors are included at the end of this guide. Minor rewriting or editing may be necessary and will be done at the discretion of the director of communications. Any major copy changes will be discussed with you. Most copy is proofed by at least one and often two other professionals in the communications office. All copy will be available for your review in the departmental design proof.

Tips for Submitting Copy

- Have your draft approved by those who need to do so prior to submission to the Office of Communications.
- Type the manuscript, single-spaced, in a Word document and provide both the electronic copy via an e-mail attachment and a print copy to the Office of Communications. Communications staff do not have the time to do extensive re-keying of textual material. Use only one space after a period at the end of a sentence. When typing paragraphs, use one line to separate paragraphs, but do not use one line to separate *plus* indenting the paragraphs. Use one or the other.
- Type the material in upper and lower case, not all capitals. Left align text and use the default paragraph indentation rather than setting up tabs (tabs are often lost in the conversion to Quark publishing software).
- Number all pages consecutively.
- Include all material that will be needed for the final product: suggested photo captions, suggested headings, text for reply cards or forms, mailing permit numbers for use on return envelopes, etc. Identify all items clearly.
- If you are updating an existing publication with minor corrections, type only the new material and attach it to the original printed piece, indicating where the insertions are to be made.
- Make a copy of the submission for your files.

Photography

We encourage departments to use photography in their publications. If you have photos available, please share them with us at the beginning of the design process. Many digital cameras do not take pictures at a high enough resolution to reproduce in a professional manner. Photos downloaded from the Web are generally unacceptable. Also, be aware that many photos on the Web are copyrighted and reproduction of them in many forms is against the law. If a photo is needed for the publication, but is not available from your files or from the communications office photo files, then a photo shoot will be scheduled either with a communications staff member or by a professional photographer.

The Office of Communications often works with professional photographers to secure photography for use in College publications. There is no professional staff photographer in the office. When considering professional photography for publications, consult the communications staff as to pricing and photographer availability. Planning is important and it is advisable to give at least three weeks notice to reserve a professional photographer on the date and at the time you request. Professional photography for campus publications is billed to the requesting department.

Photography rates vary in accordance with the level of quality required, the difficulty of the shoot, and the time involved. A half-day shoot for a publication

cover, for example, may cost as much as of \$1,000, particularly if the shoot is inside and lighting and backdrops are required. A one- to two-hour shoot of an event may be in the range of \$165 to \$200.

Before the communications office schedules a photo shoot, it will need to know your budget parameters; the account number to be billed; the subjects of your photo shoot (number of people, the need for props, etc.); the desired time, date, and location of the shoot (allowing sufficient time for set-up); and an alternate location due to inclement weather.

For less formal, on-campus photography requests, the Office of Communications owns a high-quality, high-resolution output digital camera. Requests must be made in advance of the event, and are based on the availability of staff and camera.

The Office of Communications has an extensive archive of slides and color photographs, and clients are welcome to look through the photo files and choose images for use in their publication or other needs. Costs of producing photo duplicates will be billed to the requesting department.

If a submitted photograph is unacceptable, or if the photos do not work with the design, you will be informed as soon as possible. All use of photography will conform to professional design standards as determined by Keuka's design team.

Estimating Costs

Printing/copying costs will ultimately be driven by the number of pages, design (2-color versus 3- or 4-color, inclusion of photographs, etc.), and quantity to be printed/copied.

The assistant director of communications (graphic designer) will work with you in identifying costs once the specifications of the job have been established. He/she will solicit a quote from the College copy center (IKON) or off-campus printer and consult with you on probable costs. If a budget has been set for your project, the communications staff will work with you to develop a publication that will fit that budget. You will be notified of the cost before the project begins, and the project will not go forward until you approve the College copy center's (IKON) or printer's quote.

Printing/Copying

The communications office has strong working relationships with the College copy center (IKON) and various printers in the area. All have varying levels of expertise and the communications staff will recommend what option is best for your publication.

Approval Process

At least one design proof is also viewed by at least one person in the department

where the publication originated. A proof approval form is attached to the proof sent to the departmental office, and the appropriate person in the office **must sign off** on the form before work will continue on the publication. If the publication needs to be seen by more than one person in the office, it is expected that the department where the publication originated will take responsibility for routing the publication to the appropriate people. You will best know who needs to review the publication in your department. The communications office will not take responsibility for routing proofs to multiple people in one department. If an error is missed during the proofing process that should have been caught within the originating department and a publication must be reprinted, the originating department is responsible for the cost of reprinting and any other related costs.

Delivery

Many completed publications are delivered to the communications office in Ball Hall. The communications staff then checks the quantity and quality of the delivery, and keeps samples for archive purposes. The appropriate office is then called and notified of the delivery. On occasion, the job will be delivered to your office. It is your responsibility to send four samples to the communications office for archival purposes.

Billing for Publications and Mailing

All services provided by the Office of Communications are free of charge. Photography, printing, mailing costs, and postage are paid for by the department ordering the publication.

Keuka College letterhead, envelopes, and business cards are billed by transfer of College funds, using the requesting department's account number. Work done by off-campus printers and mailing houses is invoiced directly.

Publications-related expenditures will appear on monthly budget sheets issued by the business office.

Outsourcing

Although rare, there may be times when the communications office will not be able to complete the project using College staff. In these instances, it may be necessary for the communications office to outsource the design and production of your piece at your department's expense. Using subcontracted staff, your project will be monitored by communications staff to ensure that it meets Keuka's quality standards.

In general, we prefer not to outsource projects for several reasons:

- Our office can better manage the College's message and "look."
- There is more quality control and better communication when work is done in house.
- Even outsourced jobs require a tremendous amount of communications staff time to manage and oversee.

Therefore, we will make every effort to work with you to get your publication done in house.

Keuka College Graphic Identity Standards

A unified graphic identity, as expressed through a consistent application of the College logo and a standard stationery set, is key to the College's communication efforts. Standardized usage is vital to maintain the integrity of the College's graphic identity.

The Keuka College graphic identity consists of the College logo; College seal; College stationery set of letterhead, envelopes, and business cards; and the Storm athletic logo and related sports indicia.

The College Logo

Release of the College logo for all purposes is subject to approval by the Office of Communications. Keuka College has **one** logo that is used on College publications and is the principal element of the College's stationery system (letterhead, envelopes, business cards). The logo is also used for exterior signage and on various College merchandise.

The logo is a critical element of our institutional identity and is used consistently in our promotional materials. The Keuka College logo may be reduced or enlarged, but the relationship of the parts cannot be altered.

Color Variations

Variations may be made to the logo in regards to color and shading only. The standard "green" for Keuka College is PMS (Pantone Matching System) 342, while the standard "yellow" is PMS 109.

Branding Statement Usage

The Keuka College branding statement is:

Keuka College is the national leader in experiential, hands-on learning

The statement is to be used on all publications produced by the College.

The Keuka College Seal

The Keuka College seal is an official identification of Keuka College and is generally reserved for use on diplomas; commencement, academic and honors convocation programs; academic certificates; special academic events; and other official documents as determined by the Office of the President.

Keuka Storm Athletic Logo

The Keuka College athletic logo consists of three variations, and all are acceptable for athletic team apparel or references. The logo may be used on newsletters, notecards, brochures, banners, or other printed matter that represents or promotes Keuka athletics. The Storm athletic logo and its use are separate from the College stationery system of letterhead, envelopes, and business cards. Official correspondence from the athletics department adheres to the campus-wide stationery system. Other athletic images, such as the "KC" sports logo, may be employed on sports team apparel. Use of any other images

on sports team apparel or any variation from the standards identified below are subject to the approval of the director of communications.

Keuka College Stationery Set

The Keuka College stationery set is composed of a letterhead, envelope, and business card. It is expected that College business will be conducted on official College letterhead. Individual departments may not create their own stationery.

Letterhead, business cards, and envelopes may only be printed by the College's contract printers, and may not be printed on any office or personal ink-jet printer.

Letterhead

The College letterhead uses the College logo. The colors on the letterhead are PMS 342 and 109, and the branding statement is prominently displayed.

The letterhead size is 8.5" x 11".

Typewritten material is typically set flush left, using the Times Roman typeface, single-line spacing. One-inch margins are preferred. One space separates each paragraph, and paragraphs are not indented.

Envelopes

Matching #10 envelopes contain the College logo, and one-line address, using the same two colors, PMS 342 and 109.

Other sizes of envelopes may be used (and personalized), depending on what is to be contained within them. Typical envelopes are #9 business, #6.75 booklet, #6.5 booklet, #12.5 catalog. All use the same logo, one-line address, are printed on white envelope stock, and may use either the one- or two-color logo.

Business Cards

Business cards use the logo and several lines of text, flush left, one color (PMS 342), on a white linen stock, 3.5 x 2". The following information is included on separate lines: name, title (in some cases may be two lines), department, address (one line), phone and fax numbers, e-mail address, and website address. Cell phone numbers are optional. More than six lines of text below the logo limits the bottom margin and should be avoided. The typeface Tribune and its variations (bold, italic) are used for all text.

Ordering

All business card orders should be either sent via inter-office mail or through e-mail sent to the assistant director of communications (e-mail: csmith) and should include all above information as well as account number and quantity requested (100, 200, 300).

Keuka College Style Guide

(abridged version)

The Office of Communications uses *The Associated Press Stylebook* as a guide for capitalization, punctuation, etc., and will edit your material to conform. Uniform style provides a measure of consistency for the College's audiences and is an important consideration in editing copy for our publications.

Academic Departments

- Rule: Use lowercase except for words that are proper nouns or adjectives.
- Examples: The history department. The English department.

Academic Degrees

- Rule: Do not capitalize academic degrees, avoid abbreviations, and use an apostrophe in bachelor's degree and master's degree.
- Examples: He earned a bachelor's degree from Keuka College. He earned a doctorate in psychology from Syracuse University.
- Exceptions: Use abbreviations only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Then, use B.A., B.S., M.A., etc.

Academic Titles

- Rule: Capitalize and spell out formal titles such as professor, chancellor, chairman, etc., when they precede a name. Lowercase elsewhere.
- Examples: Professor of History Sander Diamond. Sander Diamond, professor of history.

adviser, not advisor

Alumnus, alumni, alumna, alumnae

- Rule: Use alumnus (alumni in the plural) when referring to a man who has attended school. Use alumna (alumnae in the plural) when referring to a woman who has attended school. Use alumni when referring to a group of men and women.

Books, plays and other composition titles

- Italicize the names of books, plays, newspapers, and magazines including *Keuka*, the College's alumni magazine.
- Chapters are quoted.
- Songs, articles are quoted.
- Capitalize the names of music groups, even if Keuka College is not used (Symphonic Band).

Building names

- Allen Hall
- Ball Hall
- Center for Experiential Learning
- Center for Professional Studies and International Programs
- Dahlstrom Student Center

- Davis Hall
- Geiser Refectory
- Harrington Hall
- Hegeman Hall
- Jephson Science Center
- Keuka College Bookstore
- Lightner Library
- Norton Chapel
- Point Neamo
- Saunders Hall
- Space Hall
- Strong Hall
- Terrace Café
- The Lucina
- Wagner House
- Weed Physical Arts Center

Courses

- Rule: Capitalize and italicize all course titles.
- Example: *Human Biology*.

College

- Rule: Capitalize when referring to Keuka College, even though “Keuka” may not be included in the sentence. Otherwise, lowercase.
- Examples: The College was founded in 1890. A liberal arts college provides a diverse educational experience.

Class Standing

- Rule: Do not capitalize freshman, sophomore, junior, senior unless referring to a specific class
- Examples: He is a senior. The Senior Class will practice for graduation tomorrow. The Class of '99.

Commas

- Rule: Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.
- Example: Red, white, and blue.
- Rule: Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction and also before the concluding conjunction in a complex series of phrases.
- Rule: The abbreviations Jr. or Sr. following a name are not set off by commas
- Example: John Doe Jr.

Dean's List: Singular, possessive, capitalize.

Emeriti:

- Rule: Do not italicize.
- Examples:
 - emeritus = masculine singular
 - emeriti = masculine plural
 - emerita = feminine singular
 - emeritae = feminine plural

Events:

- Rule: Do not capitalize commencement or baccalaureate, but do capitalize Family Weekend, Reunion Weekend.

Fields of Study and Majors

- Rule: Do not capitalize the names of disciplines, majors or programs unless they are derivatives of geographical reference or proper nouns.
- Examples: She is a nursing major. He is an English major. He earned a degree in accounting.

Field Period

- Rule: Capitalize when referring to Keuka's program, although the word "program" is not necessary. Lowercase in generic references.
- Example: The Field Period is a key component of the Keuka curriculum. She discussed the field period concept at the conference.

Fund raising:

- Rule: As a noun – two words (fund raising or fund-raiser). As an adjective hyphenate (fund-raising program). Never one word.

Internet

- Internet is capitalized, as is Web (Web site, Web address, surf the Web). The word e-mail is hyphenated.
- E-mail addresses are italicized. When an e-mail address or Web site is at the end of a sentence, a set of parentheses and a period are necessary. For example: For more information, consult the College's website at *www.keuka.edu*(.)

Months

- Rule: Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec.
- Examples: January 2000 was a cold month. Jan. 23 was the coldest day of the month. March 2 was the warmest day of the month.

Monetary Units

- Rule: Always lowercase dollars. Use figures and the \$ sign in all except casual references or amounts without a figure. Spell out the word cents and lowercase, using numerals for less than a dollar and the \$ sign and decimal system for larger amounts.
- Examples: For less than a million, use \$4, \$25, \$500, \$1,000, \$500,000. For more than a million: \$1.4 million, \$300 billion. For cents: 5 cents, \$2.50.

Numbers

- Rule: Spell out whole numbers below 10. Use figures for 10 and above. Try not to start a sentence with a number but if necessary, spell out. Use figures for millions and billions.
- Examples: He has a fleet of 10 vans and two buses. Nineteen-ninety-nine was a productive year. In 1999, he won two tournaments. The population exceeded 3.4 million.
- Some exceptions: 5 percent, No. 3 choice, 7-year-old girl.

Office/Division

- Rule: Capitalize office/division when it is part of a formal name; lowercase all other uses.
- Examples: The Office of Communications. Keuka's communications program is proactive. The Division of Student Affairs. The student affairs program was cited for excellence.

Quotation Marks and End Punctuation:

The colon is placed *outside* the quotation mark.

The comma is placed *inside* the quotation mark.

The period is placed *inside* the quotation mark.

The semicolon is placed *outside* the quotation mark.

(Place the exclamation point or question mark *inside* the parentheses or brackets when the matter enclosed is an independent sentence forming no part of the preceding sentence; otherwise, *outside*.)

Seasons

- Rule: Lowercase spring, summer, fall, and winter and derivatives such as springtime unless part of a formal name.
- Examples: The 2000 spring semester begins Feb. 7. Winter Olympics, Spring Carnival.

States

- Rule: Spell out states when they appear alone in text. Otherwise, abbreviate. Do not use post office abbreviations.
- Examples: He was a Massachusetts native. He was a native of Boston, Mass. (right). He was a native of Boston, MA. (wrong).
- Exceptions: There are no abbreviations for Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

Alabama: Ala.

Alaska: Alaska

Arizona: Ariz.

Arkansas: Ark.

California: Calif.

Colorado: Colo.

Connecticut: Conn.

Delaware: Del.

District of Columbia: D.C.

Florida: Fla.

Georgia: Ga.
Hawaii: Hawaii
Idaho: Idaho
Illinois: Ill.
Indiana: Ind.
Iowa: Iowa
Kansas: Kan.
Kentucky: Ky.
Louisiana: La.
Maine: Maine
Maryland: Md.
Massachusetts: Mass.
Michigan: Mich.
Minnesota: Minn.
Mississippi: Miss.
Missouri: Mo.
Montana: Mont.
Nebraska: Neb.
Nevada: Nev.
New Hampshire: N.H.
New Jersey: N.J.
New Mexico: N.M.
New York: N.Y.
North Carolina: N.C.
North Dakota: N.D.
Ohio: Ohio
Oklahoma: Okla.
Oregon: Ore.
Pennsylvania: Pa.
Rhode Island: R.I.
South Carolina: S.C.
South Dakota: S.D.
Tennessee: Tenn.
Texas: Texas
Utah: Utah
Vermont: Vt.
Virginia: Va.
Washington: Wash.
West Virginia: W.Va.
Wisconsin: Wis.
Wyoming: Wyo

Theater

- Keuka's theater program, major and activities utilize the spelling "theater."

Time of day

- Rule: 11 a.m., not 11:00 a.m.

Note: For other style questions, refer to *The Associated Press Stylebook and Libel Manual* or contact Doug Lippincott at 279-5231.

Media Relations

Much publicity about Keuka College is garnered through news releases and sports releases. The director of communications is the primary liaison with members of the media.

When an event is held on campus and a press release needs to be sent out about it, contact the Office of Communications. A member of the communications staff will write the release and send it to the proper media outlets. Releases should go out about three weeks prior to the event and no later than 10 days prior to make sure it makes the local weekly newspaper deadlines.

Please have the information about the event ready before requesting a release. For example, if a speaker has a biography available, include that in the information sent to the communications office. Include the following information: who, what, when (date and time), why, where, and cost (and where to get tickets, if appropriate).

If you are involved in professional development projects, please send information to the communications office for use in news releases, *KC Currents* and/or the alumni magazine (*Keuka*) as appropriate. Include your name, department, a brief description about what you did, when and where you did it, and any other pertinent information. *KC Currents* is published every two weeks throughout the academic year. Submissions are always due by 5 p.m. on the preceding Monday.

What to Do When a Reporter Calls You

Occasionally, college campuses become the focus of various stories in the media. Your first action when contacted by a reporter is to refer him or her to the communications office. The director of communications will work with the reporter to set up interviews and provide background information as needed.

In general, the following list is a brief description of how the Office of Communications works with the media.

- The Office of Communications is the direct link to the media, and all media contact is directed through this office, sometimes in conjunction with the executive vice president.
- The director of communications will work with appropriate campus resources to gather information on the issue, and, if necessary, talking points will be written.
- The director of communications may determine that another campus resource (vice president, president, administrator, faculty member) is

needed on a particular issue, in which case he/she will brief the person on media interviews and talking points.

- If you hear of anything that may provoke media interest, let the communications office know about this information as soon as possible. It's better that we know the information immediately so we may gather information and not be surprised if the media gets the information before we do.
- If news vans or reporters are seen on campus, please notify the Office of Communications immediately. If voice mail indicates that the director of communications is out for the day, please contact the executive vice president.

Announce Guidelines

All submissions must be e-mailed to <announce>. Please, do not use all caps. If your submission contains all caps, it will not be posted.

Please give your submission a title. Example: Social Work Club Meeting. Submissions for Announce or Please Post are not titles.

The submission deadline is 3 p.m. Example: if you want information posted on Announce Wednesday, it must be received by the Office of Communications Tuesday by 3 p.m. Submissions received later than 3 p.m. will be posted Thursday.

Event publicity will be limited to the five business days before the event, deadline for tickets, etc. Once a submission has been on Announce for five days, it cannot be re-submitted for another five-day run.

If your submission needs to be posted more than one day, please indicate how many days (up to five) you would like it posted. If multiple days are not indicated, it will be posted for one day only.

Solicitation for non-Keuka College individuals or organizations is not permitted.

Submissions will be edited for style and length. Only pertinent information will be posted. For longer pieces, please contact the Office of Communications for possible publication in *KC Currents*, the College's bi-weekly e-publication.

Please do not send a reply to Announce. Each submission has the name of the person (most even have an e-mail address and/or phone number) providing the information. Should you reply to Announce, your message will not be forwarded.

Special Announce e-mails are sent only in the event of late-breaking news that needs to reach members of the campus community immediately.

Sports Information

The sports information coordinator publicizes and promotes the College's intercollegiate athletics program and is responsible for compiling and reporting box scores and team statistics.

Sports information is housed in the Office of Communications. If you need any form of publicity around an athletic event (news releases, advertising, publications), contact the sports information coordinator in the Office of Communications.

Sports Media

The sports information coordinator reports stats to the media; develops story ideas and profiles on players and coaches; prepares pre- and post-game and meet releases; issues hometown releases highlighting individual athletes; and announces student athletes who make all-conference, academic all-conference, or conference "Player of the Week."

Weekly statistics are reported to the NCAA for all 15 intercollegiate sports and to the North Eastern Athletic Conference. The sports information coordinator is also responsible for maintaining school records—including career, season, and individual records—and for providing up-to-date statistical information for each intercollegiate varsity sport on the Keuka Web site.

Athletics Publications

The sports information coordinator produces game programs and other publications for the 15 intercollegiate sports teams.