

A Guide to Public Information Services

Introduction

This guide has been prepared by the Office of Public Information to assist The University of Findlay's faculty and staff. First and foremost, our goal is to provide you with the services you need to communicate with your targeted audiences in the most effective ways possible. Our offices are located in the UF Pavilion, 415 College St.

Whom To Contact

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- Advertising
- Marketing strategy

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- Media relations
- News release requests, story ideas
- *For Your Information*

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- Creative Services requests coordination
- Photography requests
- *Findlay* magazine

Charlene J. Hankinson
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- Writing and editing services
- *Findlay* magazine
- *MainLine*
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- Business cards

Media Relations

When a reporter calls

The Public Relations Officer is responsible for contact with the media and serves as the source for obtaining official comment from the University.

Reporters who call our office know that we will refer them to the appropriate source quickly and efficiently. When you receive a call from our office, please don't delay in calling us back.

Reporters work on tight deadlines and often are unable to provide us with much advance notice of their needs.

If a reporter calls you directly, without previously contacting the Office of Public Information, please notify us immediately. Questions regarding areas outside your expertise or about University policy should be referred to the Office of Public Information, which will direct the reporter to the appropriate person.

Publicity

News Releases

All news releases concerning UF must be issued through the Office of Public Information.

News releases are used to announce programs and activities that are open to the general public, as well as employee appointments and other general news items, i.e. commencement, dean's list, awards, new buildings, donations, etc. We will be happy to help you with your publicity needs.

Please plan ahead, allowing for time for us to prepare the release and have it appear in the media in time for your event or activity.

The Office of Public Information also sends news releases to the hometown newspapers of students, announcing their activities and achievements. (EXCEPTION: All athletic news is issued through the Office of Sports Information.)

Features

We regularly suggest ideas for feature stories to the media. The media are most interested in stories about something that is new, unusual or has a strong human-interest angle that will appeal to the general public. Feature stories may be about any of the activities or people related to the University. We also are always looking for potential feature stories to suggest to students' hometown papers. If you have an idea for a feature story, please e-mail or call our office.

Newspapers generally need a fair amount of lead time to write a feature story. Making the calls and scheduling an interview may also take time. The amount of time needed can vary depending on where we are attempting to place the story. If the story idea is attached to a certain event or time, please call our office well in advance so we can make the proper arrangements.

Photographic Services

If your printed piece will require photography, or if you have an event requiring photographic coverage, we can assist you. Photographic services are provided as a function of the Office of Public Information in representing The University of Findlay to the public. Priority is given to requests for photography related to recruitment, media and public relations, fundraising and University-wide information. To help maintain a priority schedule, we do not cover personal or departmental gatherings, parties or other internal social events unless specifically requested by the Office of the President.

All photo requests, with the exception of faculty and staff portraits, should be submitted through the [online](#) request form. Portrait appointments may be scheduled by contacting the coordinator of creative services at campus extension #4796. Please submit requests at least two

weeks prior to your event or photo session. This form is for requesting services and does not guarantee the availability of a UF photographer. After successful completion of this form, your request will be confirmed by the coordinator of creative services via phone or e-mail.

Our office can either provide a photographer or coordinate the work of professional freelance photographers. We will contact the most appropriate photographer for your budgetary and design needs. Like the cost of printing, expenses for photographic coverage are charged to your budget.

Advertising

Placing an ad is the only way you can be guaranteed your message about a program or event will appear in the media, although you cannot always determine the exact placement in a paper or on the air.

In order to maintain consistency, all advertising must be placed through our office. Please be sure to plan ahead. It often takes a couple of weeks to design and place the ad and ensure that purchase orders and requisitions have been taken care of internally. To place ads in monthly publications, we need to work ahead, usually two to three months before the print date, to be sure the ad is placed by the deadline.

Business Cards

To order business cards, contact the administrative assistant in the Office of Public Information at ext. 4520.

Producing a Successful Publication

What We Can Offer You

The Office of Public Information translates The University of Findlay brand by creating high-impact, cost-effective and result-oriented marketing communications. Our services include consultation, copy writing, editing, photography and design and printing coordination. These services are generally provided free of charge to help you:

- Successfully target, produce and deliver your public information and marketing messages
- Develop strong content and distinctive, high-quality, cost-effective print materials that represent UF in a visually consistent, compelling and accurate manner

All printed materials that go to or are seen by off-campus publics must be approved by the Office of Public Information. This includes pieces you have printed by the campus print shop, if they impact an off-campus audience.

How To Get Started

Contacting the Office of Public Information through our online [Creative Services Request Form](#) (CSR) should be the initial step in planning your publication. This form includes information essential to the publications planning process. **Please submit this form as far in advance of your requested delivery date as possible.** If this step is delayed, you may find that you have already missed some important deadlines or perhaps that your expectations exceed your available budget. **Submit a separate form for each of your projects.**

Upon submission of the CSR, you may be invited to participate in a publication planning meeting, where the following items are typically discussed:

- What is the purpose of your publication?
- Who is your target audience and any competition for your market?
- What format will work best?

- What is your budget?
- Is there specific information you wish to convey?
- Are there other promotional efforts you are considering?
- What are your photography needs?
- Do you need editorial assistance?
- How will you distribute your publication?
- Any mailing considerations or information needed?

Even If You Prepare It

If you plan to produce the publication yourself, please submit it to the Office of Public Information for approval at least three days before you plan to deliver it to the campus print shop.

This step allows the Office of Public Information to provide consistency in the University's publications and in the use of the University's logo, which must appear prominently on every publication directed to off-campus publics.

How Long Will It Take?

A timeframe for your publication will be established after your Creative Services Request form has been submitted. Some very simple pieces, especially reprints with no changes or only minor alterations, may take only a couple weeks. For reorders, please plan for reprints before you are completely out of the publication.

Complex pieces may take several months to complete. Additional time will be required if you need copy written for you, photos taken and/or design service. Also, consider your time needs for pieces you plan to bulk mail in order to ensure timely delivery.

Publications Time Guidelines

Editorial Services (if needed):

Edit Copy	Allow 1 week
Write Copy	Allow 3 weeks

Photographic Services (if needed):

Collect existing images	Allow 1 week
Schedule photo session	Allow 1-3 weeks

Design:

New Job	Allow 4 weeks
Redesign	Allow 3 weeks
Update	Allow 2 weeks

Proofing:

	Allow 1 week
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Printing:

Off-Campus Printer	Allow at least 2 weeks
UF Print Shop	Allow at least 1 week (2 weeks for large quantities or a large number of pages)

Copy Preparation

In most cases, you will provide the copy manuscript for the publication you are requesting. If you need assistance in preparing copy for your publication, the Office of Public Information will provide writing and editing services.

The Office of Public Information refers to the Associated Press Stylebook for matters of preferred usage styles. See the "Style Manual" section of this booklet for pointers.

A clean, clear and accurate manuscript will save you time and money. Whether you are preparing new, typed copy or revising a publication, here are a few general guidelines to help you.

1. Single-space all copy. Copy should *not* be in all caps.
2. Type all heads and subheads in upper and lower case. You may use boldface or italic to highlight heads or subheads.

3. Type your manuscript the way you would a report – from margin to margin. Don't try to put it in a column format or imitate what you think the final printed piece might resemble. If you have a particular format in mind, bring along a previously printed piece or a rough sketch as an example. If tabs or columns are necessary, please call the Office of Public Information for instructions on how to format your copy to it will translate into our design software.
4. Submit the entire manuscript at one time as a Microsoft Word file (no embedded images) by e-mail. Include cover information, business reply cards, forms, photo captions, return address and mailing information.

Formatting and Proofs

After discussing your project and receiving the copy, the staff of the Office of Public Information will design your publication, including selecting and/or arranging for photography. You will receive a proof for your approval.

Proofread carefully to avoid the expense of correcting mistakes later, or worse, receiving your printed publication with an error in it. The Office of Public Information also will review your copy for consistency of style. You will be asked to sign a form approving the proof or noting needed corrections. After signing the form, return the project to the Office of Public Information.

Prompt return of all proofs assists in timely delivery of the publication.

Publications Process

In an effort to control costs, competitive bids are received on projects handled by outside printing firms. Projects are bid to printers who have demonstrated that they can provide the quality that meets University standards.

A printing request sheet with information about the printing provider and the cost of the project will be sent to you to attach to any requisitions for outside printing. This sheet confirms to Business Office personnel that your project is being processed by the Office of Public Information. We cannot take your project to an outside vendor to begin work without first obtaining a purchase order number.

Delivery

If your publication is to be printed on campus, the Office of Public Information will notify you when the project has been delivered for printing. The UF Print Shop will contact you when your project is complete and available to be picked up. Outside printers deliver publications to the Office of Public Information, Central Receiving or to the UF mailroom.

Style Manual

Publications With Style

Our aim is to present a high-quality, consistent image of The University of Findlay throughout all our publications. One of the ways we try to accomplish this is by using the Associated Press Stylebook as a guide in matters of punctuation, capitalization, abbreviations, etc.

AP Style differs in many respects from what is taught in English composition classes. This is because AP Style was developed to be especially readable and concise in the printed format, and many of its functions conserve space. Included here also is style information that is pertinent to The University of Findlay campus.

The University of Findlay

Foremost, the most frequently made mistake in campus communications is omitting "The" as a part of the University's formal name. Including the article "The" as part of the name can sometimes seem awkward when used in a sentence, but this usually can be remedied by changing the sentence structure. For example:

Instead of "Jennifer is a The University of Findlay student," use "Jennifer is a student at

The University of Findlay.”

Subsequent references specifically to The University of Findlay can be made by capitalizing “University,” which does not need to be accompanied by “The.” Using the word “university” in a general sense does not need to be capitalized.

The abbreviated reference to The University of Findlay is UF, *not* U of F.

Office and Academic Designations

When referring formally to an office, place the word “office” at the beginning of the title.

Example: Office of Public Information.

The University of Findlay has six colleges, which should be referred to using the full name of the college upon its first reference.

Example: College of Liberal Arts.

Capitalization

- Capitalize the names of offices, formal academic programs, names of UF’s colleges, course titles and room names. See the current undergraduate or graduate catalog for correct proper names of programs, departments and areas.
- Job titles are lower case unless they precede the name. Example: Assistant Professor of Psychology Don Collins spoke to the class. Ben Sapp, director of the Mazza Museum, gave a museum tour.
- Degree names are lower case: bachelor of arts degree, master of arts in education degree.
- Capitalize The University of Findlay Board of Trustees as the formal name, but lower case second references as “the board” or “board of trustees.”
- Use lower case for the seasons (winter, spring, summer, fall), unless part of a formal title such as “Fall Faculty Breakfast.”

Punctuation

- Use quotes to set off titles of books, movies, operas, plays, poems, songs and works of art, except the Bible and books that are primarily catalogs of reference materials such as almanacs, directories, dictionaries, encyclopedias, handbooks, etc. Do not underline titles.
- Italicize the names of newspapers or magazines, but do not capitalize and italicize “magazine” if it is not part of the publication’s title. For example: *Findlay* magazine.
- Always put the period or comma inside a quotation mark.
- Use commas after each item in a series, but do not use one just before a conjunction in a simple series. Use a comma before a conjunction only if it is needed for clarity. For example: The University of Findlay offers graduate programs in business administration, education, teaching English to speakers of other languages (TESOL) and bilingual education, and environmental, safety and occupational management.
- Use an apostrophe with bachelor’s degree and master’s degree, but not with bachelor of science degree.
- Spell out the month when it stands alone or with the year. Do not separate the month and year with a comma. Example: February 1996.
- When writing the month, day and year in a sentence, use a comma after the year. Example: She was born on Aug. 3, 1967, to a typical, middle-class couple.
- When referring to time, use a colon only to separate minutes from the hour. When writing out times, use a.m. or p.m., lower case with periods and a space separating them from the time. Example: 2 a.m.; 4:10 p.m. Also use noon and midnight, not 12 noon or 12 midnight.
- When using numbers in a sentence, write out one through nine, but use figures for 10 and above.
- When referring to states, write out the name when it stands alone in a sentence, but use the AP abbreviation when the state is coupled with a city. States that are never abbreviated:
Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, Utah.

State abbreviations are: Ala., Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Vt., Va., Wash., W. Va., Wis., Wyo.

Addresses

- When writing out addresses, abbreviate north, south, east and west when used with a street name and number.
- Abbreviate avenue, street and boulevard with a street name and number; spell out similar words such as alley, road, drive, terrace, etc.
- Use the zip code state designations with a full address.

Example:

The University of Findlay
1000 N. Main St.
Findlay, OH 45840

Commonly Used Latin Words

In an academic setting, two Latin words are used quite frequently, causing confusion as to their meaning and plurals. Do not italicize.

Alumnus – a male graduate of an institution

Alumna – a female graduate of an institution

Alumnae – more than one female graduate

Alumni – more than one male graduate or, most commonly, all of the graduates of a coeducational institution

Emeritus – retired, but maintaining an honorary title – male

Emerita – female

Emeritae – female plural

Emeriti – male plural or plural for males and females