



Office of Public Relations

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# Style & Media GUIDE



Wiley  
COLLEGE

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# Overview

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The name of Wiley College has come to represent academic excellence, leadership, service and achievement. Our outstanding reputation is one of our most valuable assets. Regional and national exposure reminds us to continue to build on this tradition – not rest on our laurels. To effectively communicate the Wiley story, our commitment to branding excellence is vital.

A major branding element in the marketing of Wiley College is its visual identity program, which consists of these guidelines and a workgroup in the Office of Public Relations to advise on their use. The style and media guide has been designed to support the College's goals for producing clearly identifiable, high-quality marketing communications for the public. These guidelines provide general directions for using the College's official seals and symbols, and are by no means comprehensive. To allow for flexibility and creativity in the production of marketing material, the guidelines do not address every conceivable application of these images. However, to ensure that the Wiley College brand is marketed in a consistent and intent manner, certain elements of its trademarks and visual identity must be used in a way that retains their graphic integrity.

The following pages elaborate on the significance of each of these elements and provide guidelines for their proper use.

The visual identity guidelines are designed for use in all internal and external publications, and both print and electronic communications.










Office of Public Relations

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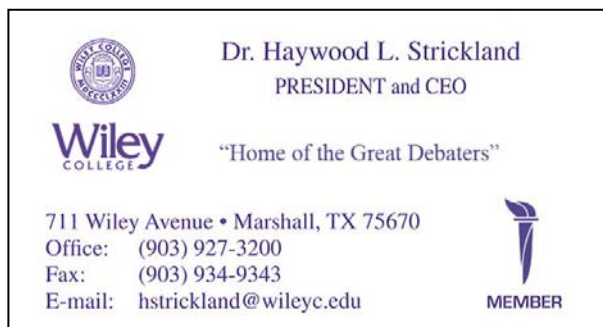
# Logo & Brand Standards



# Logo and Brand Standards

 <p>PMS 267</p>  <p>BLACK</p>	<p><b>Official College Seal:</b> The official College seal should only be printed in purple, white or black.</p> <p>The pantone number for Wiley Purple is PMS 267.</p> <p>The seal should not be altered in any way without permission from the Office of the President.</p>
	<p><b>Primary Seal Signature:</b> When using the College seal and College name, the college seal should appear either on the left side of the College name or above the name. It is appropriate to use the following fonts when using the College name in a heading or on a cover page:</p> <ul style="list-style-type: none"> <li>• Times New Roman</li> <li>• BakerSignetBT</li> <li>• Arial</li> </ul>
	<p><b>Nameplates:</b> These nameplates can be used in alternate applications to substitute for the primary seal signature above.</p>
	<p><b>Primary Tagline Signature:</b> The official “tagline” for the College is “The Place Where Every Student Can Succeed”. The abbreviated version is “Where Every Student Can Succeed”. “Home of the Great Debaters” is a marketing tag. Marketing taglines are subject to change at any time.</p>
	<p><b>Wildcat Logo Usage:</b> The wildcat logo is the official athletic department logo. This logo is also used by the campus radio station, KBWC.</p>
	<p><b>Wiley Script Signature:</b> The Wiley script is used primarily by the Office of Admissions and Recruitment.</p>

## \*BUSINESS CARDS



Official Wiley College business cards should provide the following information:

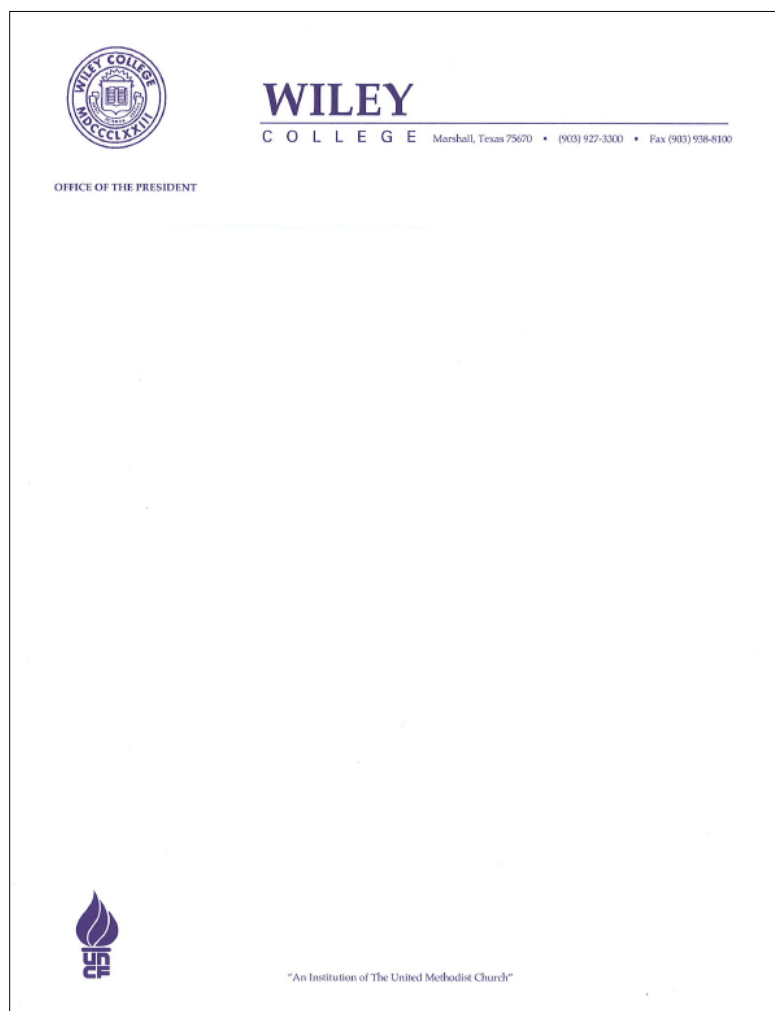
- Name
- Title
- College Address
- Office Telephone/Fax Number
- E-mail Address

The following seals/logos should also appear:

- Wiley College seal
- UNCF flame/logo

\*The Print Shop (214 S. Bolivar, Marshall, TX 75670/903-938-7743) has the official College stationary template.

## \*COLLEGE STATIONARY



### Paper Stock:

Strathmore Writing Wove Ultimate White 70 lb. standard US letter size sheet (8.5 x 11 inches).

### Ink Color:

The seal, UNCF logo and all type (college name, address, division, etc.) should be printed in PMS 267.

### Position of College Seal:

The seal should appear .5" from top left of page.

### Position of Address:

The College address should appear to the right of the College seal.

### Position of College Affiliations:

The United Negro College Fund Flame should appear .5" from the bottom right of the page aligned directly under the College seal.

"An Institution of The United Methodist Church" should appear bottom center in the following font: Time New Roman, Italics

### Position of Division/Department Name:

The division or department name should appear directly underneath the College seal.

\*The Print Shop (214 S. Bolivar, Marshall, TX 75670/903-938-7743) has the official College stationary template.

## SAMPLE LETTER



# WILEY

COLLEGE Marshall, Texas 75670 • (903) 927-3300 • Fax (903) 938-8100

OFFICE OF THE PRESIDENT

May 10, 2009

Ms. Alice Smith  
Any School  
1234 Any Street  
Anytown, USA 12345

Dear Alice:

The public rarely sees a letterhead without a typewritten message on it. In a sense, when a letter is typed on the institutional letterhead, the design of the letterhead is completed. The format, or style, of the letter is an important part of the overall design of a college's stationery. For instance, this letterhead design takes into account user-added elements such as the salutation, the signature, the date, and the paragraph format.

This is an example of an effective typewritten format on Wiley College's institutional stationery. As you can see, all of the typewritten elements are aligned 1 inch from the left margin\* of the page. The line breaks within the body of the letter maintain a 1-inch margin on the right side of the page as well. Inset from the logomark at the top of the letter, and beginning with the date typed 2 inches from the top of the page's edge, the typewritten copy is easily identified as such, and its orientation creates generous margins that allow the reader to hold the page without obscuring the contents of the letter.

This text format uses double-spacing between paragraphs, but single-spacing within the paragraph. There are no paragraph indentions. The date, salutation, and close are aligned flush left with the paragraphs. There is no extra letterspace before the start of each new sentence. The font used is one available to any word processor, and often used in corporate communications: 12 or 11-point Times New Roman.

Additionally, this letterhead is designed to be written on, signed and folded. A business letter is customarily folded in thirds, usually to fit a No. 10 envelope. Printing vital information in the top panel ensures that it will be immediately visible when the letter is unfolded.

Sincerely,



Jane Wiley, Typographer  
JW/jt

"An Institution of The United Methodist Church"

\*For longer letters, a 1.5" margin should be used so that text does not print over the UNCF logo.

## COLLEGE ENVELOPES

### #10 Envelope



#### Position of College Name and Seal:

The College name should appear  $\frac{3}{4}$  inch from the top left of the envelope. "Wiley" should appear on the first line (24 point/all caps). "College" (9 point/all caps/extended space) should appear directly underneath "Wiley". The College address should appear directly underneath "College". The College Seal should appear 1 inch from the bottom, centered below the College address.

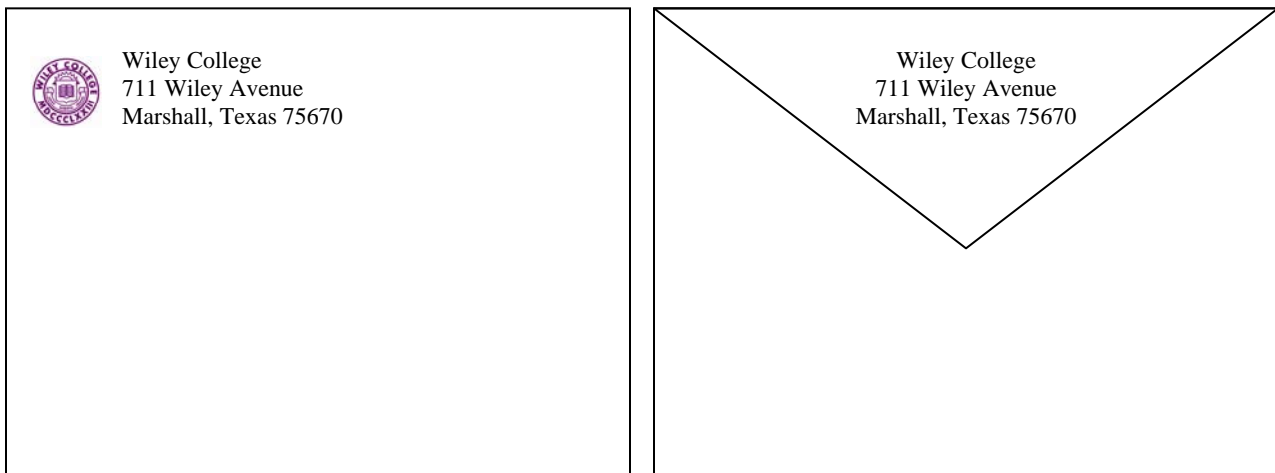
#### Position of the Division/Department Name:

The division or department name should appear underneath the College seal.

#### #10 Envelope Paper Stock:

Strathmore Writing Wove Ultimate White #10 envelope with standard flap .70 lb. virgin stock (virgin is defined as a sheet of paper with no watermark).

### Invitation Envelopes



#### Position of College Name and Seal:

The College name and seal should appear in the upper left corner when printed on the front of the envelope. When printing on the back flap, only the name and address of the College should be printed. Type should not exceed 10 points.

Office of Public Relations

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# Reference & Grammar Guide



## BUILDING REFERENCES

Buildings/Centers- First Reference	Second Reference
Wiley College	Wiley or the College
Aaron Baker Science Building	Baker Science Building
Alumni Gymnasium	Alumni Gym
Dogan Hall	Dogan
Enrollment Management Building	Enrollment Management
Facilities Physical Plant	Facilities
Fred T. Long Student Union Building	Student Union
Freeman P. and Carrie E. Hodge Center	Hodge Center
Jackson Hall	Jackson Hall
Johnson Moon Hall	Johnson Moon
Julius S. Scott Sr. Chapel	Scott Chapel or the Chapel
McLeod Hall	McLeod
Smith-Nooks Hall	Smith-Nooks
Thirkield Hall	Thirkield
Thomas W. Cole Library	Cole Library
Willis J. King Administration Building	King Administration Building
Wiley Pemberton Complex	Pemberton

## DEGREE REFERENCES

Degrees - First Reference	Second Reference
Associate in Arts	A.A.
Associate in Science	A.S.
Associate in Applied Science	A.A.S.
Bachelor of Arts	B.A.
Bachelor of Fine Arts	B.F.A.
Bachelor of Science	B.S.
Master of Arts	M.A.
Master of Business Administration	M.B.A.
Master of Education	M.Ed.
Master of Fine Arts	M.F.A.
Doctor of Education	Ed.D.
Doctor of Jurisprudence	J.D.
Doctor of Philosophy	Ph.D.

## DIVISION REFERENCES

Divisions
Division of Arts and Sciences
Division of Business & Technology
Division of Education

# TITLES

## Administrative Titles

Title	Abbreviation
Chairman, Wiley College Board of Trustees	Chairman, BOT
President and CEO	President and CEO
Executive Vice President	Exec. VP
Vice President for Academic Affairs or chief academic officer	VP Academic Affairs
Vice President for Business and Finance or chief fiscal officer	VP Business and Finance
Vice President for Information Systems and Technology	VP Information Technology
Vice President for Institutional Advancement	VP Advancement
Vice President for Student Affairs and Enrollment Services	VP Student Affairs and Enrollment Services

Capitalize and spell out formal titles such as professor, dean, president, trustee, chair, etc., when they precede a name. Lowercase elsewhere: "former Dean and Professor Jane Doe;" or "Jane Doe, former dean, spoke at the event."

Lowercase modifiers such as "social science," as in "social science Professor Jane Doe". Uppercase modifiers when referring to "division" or "department" heads in "Department Chair Jane Doe."

## Professional Titles

Before a Name		Formal Address
Doctor	Dr.	Dr. / Dear Dr. Smith
Governor	Gov.	The Honorable / Dear Gov. Smith
Judge	No abbreviation	The Honorable / Dear Judge Smith
Mayor	No abbreviation	The Honorable / Dear Mayor Smith
Representative	Rep.	The Honorable / Dear Mr./Mrs./Ms. Smith
Senator	Sen.	The Honorable / Dear Sen. Smith
<b>After a Name</b>		
Junior	Jr.	
Senior	Sr.	
Corporation	Co.	
Incorporated	Inc.	
<b>Religious</b>		
Catholic priest	Always include "the" preceding Reverend. Example: The Reverend Smith or The Reverend Father Smith / Dear Father Smith.	
Protestant minister	Always include "the" preceding Reverend. Example: The Reverend Hugh Smith / Dear Mr. Smith. For a minister with doctoral degree: The Reverend Doctor Hugh Smith / Dear Dr. Smith.	
Rabbi	In correspondence, the form of address is Rabbi in both mailing address and salutation. Example: Rabbi Arthur Schwarz / Dear Rabbi Schwarz. For a rabbi with doctoral degree: Dear Rabbi (or Dear Dr.) Schwarz.	

# POSTAL ABBREVIATIONS

## Address Abbreviations

Avenue	Ave.
Boulevard	Blvd.
Circle	Cir
Estate	Est.
Street	St.
Lane	Ln.
Place	Pl.
Highway	Hwy.
Junction	Jct.
Parkway	Pkwy.

**NOTE:** Abbreviation in numbered addresses may be used. This does not apply to the College address. The address for Wiley College is 711 Wiley Avenue."

## State Abbreviations

Alabama	AL	Montana	MT
Alaska	AK	Nebraska	NE
American Samoa	AS	Nevada	NV
Arizona	AZ	New Hampshire	NH
Arkansas	AR	New Jersey	NJ
California	CA	New Mexico	NM
Colorado	CO	New York	NY
Connecticut	CT	North Carolina	NC
Delaware	DE	North Dakota	ND
District of Columbia	DC	Northern Mariana Islands	MP
Federated States of Micronesia	FM	Ohio	OH
Florida	FL	Oklahoma	OK
Georgia	GA	Oregon	OR
Guam	GU	Palau	PW
Hawaii	HI	Pennsylvania	PA
Idaho	ID	Puerto Rico	PR
Illinois	IL	Rhode Island	RI
Indiana	IN	South Carolina	SC
Iowa	IA	South Dakota	SD
Kansas	KS	Tennessee	TN
Kentucky	KY	Texas	TX
Louisiana	LA	Utah	UT
Maine	ME	Vermont	VT
Marshall Islands	MH	Virgin Islands	VI
Maryland	MD	Virginia	VA
Massachusetts	MA	Washington	WA
Michigan	MI	West Virginia	WV
Minnesota	MN	Wisconsin	WI
Mississippi	MS	Wyoming	WY
Missouri	MO		

## CALENDAR ABBREVIATIONS

Months		Days of the Week	
January	Jan.	Monday	Mon.
February	Feb.	Tuesday	Tues.
March	Mar.	Wednesday	Wed.
April	Apr.	Thursday	Thur.
May	Do not abbreviate	Friday	Fri.
June	Do not abbreviate	Saturday	Sat.
July	Do not abbreviate	Sunday	Sun.
September	Sept.		
October	Oct.		
November	Nov.		
December	Dec.		

## GRAMMAR TOOLS

### Alumni / Alumnus / Alumna / Alumnae

Alumnus (alumni as plural)	Refers to a male who has attended or graduated from a school
Alumna (alumnae as plural)	Refers to a female who has attended or graduated from a school
Alumni	Refers to multiple male graduates or both male and female graduates
Indicate an alumnus' (or student's) class year with an apostrophe and the last two digits of the year in parentheses. If the alumnus' major is known, place it after the year. Example: Jane Smith ('06) or Jane Smith ('06, Business).	

### Emeritus / Emeriti / Emerita

Emeritus (emeriti as plural)	may be used for either a man or a woman
Emerita (emeriti as plural)	may be used for a woman
Place the word after the formal title, capitalizing when used before a name, but not after	Examples: Professor Emeritus of English John Smith <i>but</i> John Smith, professor emeritus of English President Emerita Jane Doe Trustees Emeriti of Wiley College (as in a headline) The committee included four professors emeriti.

### General Grammar Rules

Academic Semester	Capitalize when referring to a specific academic semester. Example: The professor plans to retire after Fall Semester 2006.
After	No hyphen when used to form a noun: aftereffect. Follow with hyphen when used to form compound modifiers: after-dinner drink
Co-	Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status co-chair. Use no hyphens in other combinations cooperative, coeducation. Example: Cooperative Education – Co-op
Corequisite	No hyphen
Coursework	One word, not hyphenated or two words.
E-mail	use hyphen (The "e" is not capitalized unless it's the first word of a sentence.)

English-as-a-Second-Language (ESL)	the hyphenation only in modifier, otherwise it is English As a Second Language
Ex	Use no hyphen for words when used in the sense of out of. Example: excommunicate. Hyphenate when used in the sense of former. Example: ex-wife
Full-	Hyphenate when used to form compound modifiers, i.e. works full time vs. full-time job.
Fund raising, fund-raising, fund-raiser	Correct usage of these word forms depends on the context and whether it's serving as a noun or as a compound modifier. Examples: "Fund raising is difficult." "Let's go to that fund raiser." "They planned a fund-raising campaign." "A fund raiser was hired."
Grade Point Average	In general, spell out on first reference; G.P.A. or GPA after that. Usually, the abbreviation GPA can be used with figures: "He earned a 3.99 GPA in biology."
In-	No hyphen when it means not, i.e. inaccurate or incorrect
-In	Precede with hyphen, i.e. walk-in
Internet	A reference to a decentralized network of host computers. Always capitalized if referring to the worldwide network. Lowercase if referring to simple networks.
Noon	This term stands alone. Do not put a "12" in front of it. "12 p.m." also is acceptable.
Non-credit	Hyphenated word
On-site, off-site	use hyphen
online	Use "online" in all references, rather than "on-line."
Part-	As in part-time (adjective), or part time (noun and adverb)
Percent	One word. Do not use % unless in tabular material. Percent takes a singular verb when standing alone or when a singular word follows an "of" construction. "She collected 50 percent to win the election." Percent takes a plural verb when a plural word follows an "of" construction. "More than 40 percent of the students came to the meeting."
p.m., a.m.	Lowercase and use periods. Avoid redundancies such as "8 p.m. tonight." If your seminar is from 10 in the morning to 6 in the evening, write "10 a.m. -6 p.m." rather than 10-6. Most people won't show up at 10 p.m., but it always helps to be clear.
Prerequisite	No hyphen
That/Which	"That" is used to restrict meaning and "which" is used to elaborate. Correct: The bonds that are to be used for the new building will be paid in 2010. Correct: The bonds, which were issued in 2000, will be paid off in 2010."
Seasons	Lowercase spring, summer, fall, winter. Capitalize only if part of a formal name: "Kansas City Spring Festival." At UMKC, Fall Semester, Winter Semester and Summer Session are formal names.
Titles	Confine capitalization to formal titles used directly before an individual's name. Lowercase and spell out titles used alone: "The vice president for student services issued a memo." Lowercase and spell out titles in constructions that set them off from a name by commas: "The Bergen Community College

	president, Dr. Judith K. Winn, was available for questions after the meeting."
Theatre	Not theater
use, utilize	Grammar experts note no discernible reason to substitute "utilize" for "use," because they have the same meaning. Rene Cappon, in "Guide to Good Writing" says "Why choose the longer and ugly word over the short and crisp one? Use use."
Web site	Use as two words: "Web site."
World Wide Web	On second reference, it's acceptable as "the Web."

<b>Tech Terms</b>	
database	Do not capitalize the "d" unless it begins a sentence
e-mail	Use hyphen in printed materials. Do not capitalize the "e" unless it begins a sentence
online	Do not capitalize the "o" unless it begins a sentence
Internet	capitalize
intranet	lower case
URL (Uniform Resource Locator)	In effect, the "address" of a Web site. Always use lower case when writing out a URL. Eliminate the prefix "http://."
Web page	two words, with "Web" capitalized
Web site	two words, with "Web" capitalized

<b>Composition Titles</b>	
Capitalize the principal words, including prepositions and conjunctions of four or more letters in all examples.	Apply these guidelines to book titles, movie titles, opera titles, play titles, poem titles, song titles, television program titles, and the titles of lectures, speeches and works of art.
Capitalize	an article - a, an, the - or words of fewer than four letters only if it is the first or last word in the title
Italicize	major works and the names of magazines, books, journals and newspapers: <i>Time</i> magazine.
Capitalize	the names of motion pictures, radio and TV programs: Raiders of the Lost Ark, Frazier
Quote marks	around the names of articles appearing in magazines, newspapers or journals, i.e., "Analysis of Antitoxins in Plant Poisoning"

<b>Numerals</b>	
General	Use Arabic numerals (1,2,3,4,5,6,7,8,9,0) unless Roman numerals (I,V,X,L) are specifically required.  For uses not covered by the following listings, spell out whole numbers below 10, use figures for 10 and above.
In a series	Apply the appropriate guidelines, even if that means using two different styles: "They had 12 hamburgers, five hot dogs and only 10 buns." "She had three three-hour classes, two four-hour classes, and she bought 10 three-ring binders to keep her notes straight."
Large numbers	When large numbers must be spelled out, use a hyphen to connect a word ending in "y" to another word; do not use commas between other separate words that are part of one number twenty, thirty; twenty-two; thirty-three; two hundred fifty-four.

Office of Public Relations

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# Media Guide



# Media Relations

An important element of the College's media relations program is to be responsive and helpful to representatives of the media—print or electronic—when they initiate contact with the College. The Office of Public Relations provides assistance to College officials in responding to media inquiries.

## Protocol for Media Contacts

This is a protocol for Wiley College administrators, faculty and staff who may come into contact with the media. It covers procedures and protocols on:

- Media relations
- The writing and issuing of media releases
- Procedures for releasing information to the media

## Our Strategic Aim

To recognize the value of the media in the College's core value of communicating information to the public, and to use the media effectively to communicate with key audiences about College services and priorities.

## Our Policy Statement

The Office of Public Relations recognizes the value of the media as a means of communicating information and messages to the public. The OPR is committed to a positive working relationship with media. We will be open, honest and proactive in our dealings with them.

We appreciate that they have a job to do and respect the right of the media to report on any given topic. The OPR values the media as one of its key partners in communication and will forge strong professional links with local, regional and national media.

## The Role of the Director of Public Relations

The Director of Public Relations promotes and leads in all aspects of the College's marketing, communications and PR activities. The Director also provides advice and support to departments on promoting individual services.

## Media Relations Policy

### Working with the Media

The College's media relations and media releases are managed by the director of public relations and, in his/her absence, the vice president for institutional advancement or associate vice president for institutional advancement.

Every media inquiry must be used as a positive opportunity to get our message across to the public.

These procedures will ensure that dealing with the media is a well-managed experience for both College officials and the media. Providing one central point of contact for the media to deal with is recognized as best practice. By operating in this way, messages can be pre-arranged and the media rarely catches an official of the College by surprise.

Information is centralized and distributed in a clear, concise and structured way.

The director of public relations is a professional in dealing with the needs of the media and should also have a clear understanding of the parameters within which College officials are working.

### **Who Deals with Media Inquiries?**

Most media inquiries come directly to the director of public relations. It is the role of the director to deal with that inquiry and decide what the best method of response is. The response can sometimes be handled with a written statement, but often a College spokesperson is needed to speak to the media.

The Director will contact the relevant administrator or director to decide the best method of response. It is imperative that administrators and directors respond swiftly to the director's request to ensure a timely response to any media inquiry.

The media may contact administrators or directors directly. If the nature of the inquiry is straightforward, for example if the reporter is asking a question which only requires a factual answer, to ensure a swift response, the administrator or director should answer it there and then. The director must be kept informed of any inquiries that administrators or directors consider may be of importance to the business of the College.

However, if the inquiry is likely to be contentious, for example when the College is being criticized, the administrator or director should take the details of the journalist, the full nature of the inquiry and pass this on to the director. The director will liaise with the relevant administrator and/or director in order to give the media an appropriate response.

### **Who speaks to the Media on behalf of the College?**

#### **President's Cabinet**

Members of the President's Cabinet are the only authorized individuals to speak on behalf of the College in the absence of the director.

#### **Directors**

Directors will be required to speak to the media about projects and initiatives in which they have a direct involvement. This will be to answer questions of fact and provide technical information about their areas of expertise.

#### **'No Comment'**

While we should avoid being 'unavailable for comment', there are some occasions where it is inappropriate to comment. For example, where legal action is pending, where an issue relates to the personal affairs of an individual or where there is a need to respect the privacy of a complainant or someone being complained about.

Please advise the director when deciding if a 'no comment' stance is the most appropriate.

### **Handling Unusually Sensitive Issues**

Occasionally, a major incident or accident of a serious and or sensitive nature may occur. As soon as an administrator becomes aware of an emerging issue, which may affect the College's reputation, he/she must report it to the president who, in turn, will inform the Cabinet and the director of public relations. Together, they will agree about the

appropriate people to inform.

The facts of the case should be assembled and disseminated on a confidential basis to the key individuals identified and an official response agreed to for active or reactive releases to the media. This may involve the drafting of a statement, a question and answer sheet, and/or giving media interviews.

The director will be responsible for monitoring the communication of the issue and coordinating responses.

### **Negative Media Coverage**

There are occasions where the media coverage of a particular issue is negative. If the information is erroneous and damaging to the College's image, a meeting with the president, Cabinet and director to determine whether contact should be made with media concerned to redress the balance.

## **Identifying and Preparing Information for the Media**

### **Proactive Public Relations**

Positive media coverage comes from positive proactive media communications and the recognition of a good news story. It is essential that the campus community share all newsworthy issues (good and bad) with the Office of Public Relations.

### **Identifying Potential Stories**

To help the director communicate and create a stronger identity with local residents, it is vital that the College takes every opportunity to communicate to the community what it is doing especially good news stories. An excellent way of doing this is by issuing media releases.

## **Media Releases**

### **Media Release Content**

The main purpose of a College media release is to:

- Increase public awareness of activities and services provided by the College.
- Increase public awareness of faculty and student accomplishments.
- Increase awareness of special programs or services provided by the College.

### **Who Writes Media Releases?**

The director is responsible for writing and issuing **all** Wiley College media releases, including media releases. Any departments that need to promote a new initiative or event should complete a Public Relations Print, Publicity and Photography Request Form.

Individuals are encouraged to draft a media release and forward it to the director who will ensure that the release is approved by all relevant parties and is issued to the media. The director may re-write any draft that comes to him/her to ensure that it suits the requirements of the media.

**No Wiley College Media Releases should be issued to the media without liaising with the director first.**

## **Who Should be Quoted in Media Releases?**

Quotes are devices to make the media release more interesting to read and to back up the information in the media release.

In most cases, the individuals directly involved with the activity should provide quotes. In some cases, it may be appropriate for just a director or a student to be quoted - and in a few instances where the media release is only aiming to provide a brief announcement or statement, no quote is needed.

## **Contact Details on Media Releases**

There must be contact details on the media release to enable the media to go to someone for more information. This should include anyone quoted in the media release; however, it is essential that the individual submitting the release let the director know whether they will be available at the time of the issuing of the media release. All contacts must make themselves available to the media for the first point of contact and let the director know when the media contacts them and the nature of the call.

## **How to Write Media Releases**

### **Rule 1 - Be prepared**

Getting the message across needs to be planned in advance. Ask yourself the following questions:

- What messages do I want to get across?
- To whom?
- By what methods?
- What is the best time to do it?
- Why do I want to do it?

### **Rule 2 - Getting Noticed**

Your story will need a good headline to stand out from the crowd on the news editor's desk - Headlines that are memorable include:

**'Freddie Starr Ate My Hamster'**

Don't use ten words when one will do.

Headlines need to be punchy and direct. Get across as much information as possible in as few words as possible - but try to leave something to the imagination. Give the reader a reason to read on.

### **Rule 3 - When writing a story remember W, W, W, W, W, H.**

#### **Who, what, why, where, when and how.**

Treat each of these words as a question. If all these questions are answered in your release, you will answer your reader's questions.

Bear in mind, studies have shown that you have only the first two or three paragraphs of a story to get the reader's attention. If you fail in that time they will skip to the next story on

the page and yours will not be read.

But you have to retain some information until the end of the story so the reader has to read until the end to get all of the facts. It is a fine balance that takes time, to get right.

#### **Rule 4 - If you want people to read it - Keep it simple**

We live in the age of the 'sound bite' - so keep your language nice and simple, so that everyone can understand it. Remember all College information has to be accessible - The clearer the better. So avoid using jargon and long paragraphs; if you have loads of information to get across, try bullet pointing it.

#### **Rule 5 - If you want media attention, pull off a stunt**

The best ways to get the media at one of your functions are:

1. Think in visual terms! What can the media get from the opportunity? Visuals can always add to a story.
2. Can something quirky or fun be arranged?
3. Arranging for a famous face to be at a photo call will bring the media out of the woodwork.

#### **Stages of Media Release Approval**

Before issuing a media release the director of public relations will seek the approval from:

- originator of the media release and
- the executive vice president.

