

Publicity & Media Relations

The Public Relations Office is responsible for informing external audiences, through the media in most instances, of the ongoing policies and operations of the University. This includes announcements of University news and upcoming events associated with the University, as well as responses to media inquiries.

The tools used to accomplish this task include press releases, feature stories, advertisements, press conferences, frequent contacts with representatives of newspapers and magazines, radio and television stations, the World Wide Web and social media.

The Public Relations Office is ready to assist faculty/staff members in publicity efforts. The office can also assist in arranging interviews and other contacts with the media (newspaper, radio and TV) and the Web. In general faculty/staff are encouraged to use the Public Relations Office's resources as much as possible, but going through this office is not a necessary condition for communication with the media, so long as a faculty/staff member is speaking as a citizen and not as a spokesperson for the University. The mere identification that one is an employee of the University does not make one a spokesperson for the University. Each faculty/staff member is reminded that he/she has special obligations in communicating with the media as a citizen: to be accurate, to show respect for the opinions of others and to make every effort to indicate that he/she is not an institutional spokesperson.

When a faculty/staff member is speaking as a spokesperson for the University, all contact with the media should be routed through the Public Relations Office.

When a faculty or staff member is speaking on behalf of a program or event that is funded or in some other way supported by the University, the University's role should be acknowledged.

Whenever possible, University photographs should be acknowledged. (Photo courtesy of Salisbury University.)

Student activities involving the public should be vetted through the Public Relations Office. Activities, including fundraisers by student organizations, should not be construed as endorsements of outside organizations, political parties, individuals or policy positions by the University.

All campus publications intended for an audience outside the campus community should be routed through the Public Relations/Publications offices. The Publications Office has final approval for all of these "external" publications. This policy ensures all campus publications have a common "look" and they adhere to any University, state or federal requirements for certain publications.

All display advertising must go through the Public Relations Office.

It is the University policy that all media inquiries on University activities must be reported to the Public Relations Office. The Public Relations Office is solely responsible for preparing "official" University responses to the media.

News Releases/Public Service Announcements (PSAs)

News releases announce an event, program offering, faculty or student accomplishment or appointment. All of our releases are typed, double-spaced and are approximately one-to-two pages long. Timing is crucial for sending releases (editors like to receive them three weeks in advance of an event), so we like to have the information at least four weeks prior to the event (or the reply deadline) in order to write, print and properly prepare a mailing.

Release information should include:

1. name of program/event to be publicized
2. description of program or event (include unique aspects, if any)
3. time (day, date, hour(s))
4. site (building, room)
5. sponsoring organization/department

6. cost (including if free for students, faculty/staff, senior citizens or other special considerations)
7. person responsible for planning (name, title, department, e-mail address, home and work phones)
8. official contact (if different from above) and phone number
9. how to register, obtain tickets

To publicize a faculty/staff member's accomplishment please send a brief description of the award or accomplishment to the PR Office.

To publicize an individual student's accomplishment have the student stop by the PR Office to fill out a hometown form.

Information on student accomplishments or presentations may be sent to the PR Office in two ways:

1) send us the student's name, address, phone number and a brief description of the accomplishment; or 2) give us a call and we will send you a "hometown" form to be completed by the student and on which a brief description of the accomplishment can be attached (or you can have the student come to the PR Office and fill out a "hometown" form). For group accomplishments (honor society inductions, orientation programs, performances) call the PR Office and we will send you hometown forms to be completed by the students and returned to the PR Office.

The electronic media frequently air announcements of local events and programs as a public service. The PSA is a brief description of a program or event listing the basic who, what, when, where and how information. We write the PSA from the information provided for the press release.

Our Audience

Our mailing lists for press releases and public service announcements include all Eastern Shore daily, weekly and monthly publications; local and regional television and radio stations; and major Baltimore, Washington and Delaware newspapers. The *SU News* is distributed to more than 1,000 faculty, staff and friends of the University.

PSAs are sent to public affairs directors at television and radio stations. Articles on student accomplishments are sent to their hometown newspapers.

Feature Coverage

Often an event or announcement will lend itself to feature coverage or to a television or radio interview. If you call us with the information, we will contact a feature editor, reporter or assignment desk editor to gauge interest.

Press Conferences

On rare occasions, it's necessary to call a press conference. PR is responsible for scheduling the event, informing the media and campus community, and preparing press packets with essential information.

Media Requests

The PR Office belongs to a media clearinghouse service called Profnet. The office receives national print and electronic media requests on a daily basis and in turn forwards requests to faculty and staff whose expertise coincides. If you receive a request from our office, your assistance would be greatly appreciated.

A Few Words About Troubleshooting

PR should be notified immediately of any problems or potential problems on campus. The media need to be able to rely on one official voice for the University. The assistant vice president of marketing and public relations, the president or another designated administrator is that official voice. The media expect this service and will call PR for confirmation or denial of a rumor or problem.

We're not looking for trouble, but if it's there we need to know about it.

Advertising

The Public Relations/Publications offices handles all display advertising. A work order with account code should be sent with following information: what, when and where, and who is sponsoring the event.

All classified ads are handled through Human Resources Office.

The Inside Story

The *SU News* is a bi-weekly, in-house newsletter published by the offices of PR and Publications which includes faculty, staff and community news, University policy statements; and campus events and announcements. Send your news to Christine Smith in the Publications Office at cbsmith@salisbury.edu by noon on Thursday preceding publication the following Thursday.

Panorama is a bi-annual cultural events publication produced by the Public Relations Office which features news and upcoming events, including concerts, plays, film screenings, lectures and art exhibitions. Send event information to Christine Smith in the Publications Office at cbsmith@salisbury.edu.

The *eSU News* is an electronic campus newsletter sent out daily, as needed, to the entire campus community. Send applicable campus events news to Christine Smith at cbsmith@salisbury.edu.

The Flyer is the weekly student newspaper. If you have information or story ideas, get in touch with the editor at 410-543-6191, or drop off information at *The Flyer* Office, Guerrieri University Center Room 229. PR treats *The Flyer* as an external news source so the editor routinely receives all press releases.

WXSU is the on-campus student radio station housed in the Guerrieri University Center; **WSCL and WSDL** are the on-campus National Public Radio affiliate, classical music and talk radio stations housed in Caruthers Hall. All are treated as external news sources.

PAC 14 is public access television.

The **website, www.salisbury.edu**, is produced, organized, supervised and maintained by the University's Webmaster. The Public Relations Office maintains an electronic cultural affairs Web calendar and the News and Events webpage, which highlights upcoming events and notable University happenings as well as links to all press releases generated by the office. Web calendar events are linked to corresponding press releases. The Sports information Office maintains the sports website.

Give Us A Call

We're only a phone call and a few steps away.

Public Relations Office

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Sports Information Office

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Timothy Brennan - Sports Information Director

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