

Public Relations

Tell us about your organizations and what you do!

The University's Public Relations Office offers student organizations several services, which are free or very low in cost. Services include photography, mailing lists, media contacts and design services.

All off-campus publicity must be coordinated with the University's Public Relations Office (Holloway Hall, Room 264, x36030).

I. Off-campus: Local media include *The Daily Times*, WBOC and WMDT TV stations and commercial and public radio stations including WSCL.

- Submit a no-charge work order to the Public Relations Office, along with the typed article. Please do not forget to leave the name and telephone number of the contact person.
- *The Daily Times* usually will print the articles about two (2) weeks after they are submitted to the Public Relations Office. Information about cultural events should be submitted to PR at least three (3) weeks in advance of the events for off-campus publicity.

II. On-campus: Media includes the SU News, eSU News, the *Flyer* Newspaper, MAX and WSUR.

SU News: (Published weekly) All materials should be typed and submitted to SU News, Publications Office, Holloway Hall, room 274, by noon on Thursday for publication the following Thursday. (E-mail cbsmith@salisbury.edu)

eSU News: The eSU News is an electronic campus newsletter sent out daily, as needed, to the entire campus community. Send applicable news to Christine Smith at cbsmith@salisbury.edu. Items are distributed on a space-available basis, so please send item at least three days in advance of when it needs to run.

The Flyer is published weekly. The office is located on the second floor of the Guerrieri University Center, room 214. The phone number is x36191.

WXSU: (Student run radio station) Contact the station manager in person, with written information to be presented on the radio. The station is located on the second floor of the Guerrieri Center, room 249. The phone number is x36195.

Office of Student Activities, Organizations & Leadership

MAX: Fill out an Electronic Bulletin Board request form, available in Television Services Office, Caruthers Hall, room 167, at least five days before the due dates of the events. Submit the forms to CH 167 on the counter in a tray labeled "Completed Max Forms." The advisor of the club or the Student Activities, Organizations & Leadership Director must sign all completed forms.

III. Important Hints:

- Make a PR list to help your weekly deadlines. BE DEADLINE CONSCIOUS!!!
- Indicate if the program is for campus community only, or open to the public request for photography should be submitted to the Public Relations Office four (4) weeks in advance of event.
- Requests for publications (flyers, posters, programs, etc.) should be submitted to the Publications Office six (6) weeks in advance of the event. (See "Publications/Copy Center" for details)
- Upon request, PR will submit a story about students to hometown newspapers (Please see the following sheet for Publicity Form sample)
- The necessary information for PR is:
WHO:
WHAT:
WHERE:
WHEN:
WHY:
HOW MUCH:
CONTACT NUMBER:

Office of Student Activities, Organizations & Leadership

PUBLICITY FORM FOR _____ DATE _____

(Please do not provide any information you don't wish published in your local paper.)

NAME _____ AGE _____

CURRENT LOCAL ADDRESS: _____

PHONE _____

SPOUSE AND/OR CHILDREN (if applicable) _____

PARENTS NAMES AND ADDRESSES (Full names and addresses of both) _____

PHONE _____

HOMETOWN NEWSPAPERS (List names and addresses of two papers, if known) _____

CLASS STANDING (circle one) FRESHMAN SOPH. JR. SR.

MAJOR: _____

GPA (overall) _____ ANTICIPATED GRADUATION _____

(Month/Year)

PLANS AFTER GRADUATION _____

ACTIVITIES (On campus and off) Please include academic, fraternal, athletic, social, the arts, etc. and year a member/officer. Use back of form if needed.

AWARDS (academic, fraternal, athletic, community, artistic, etc. & dates)

HIGH SCHOOL AND YEAR GRADUATED _____

LOCATION _____

CLASS STANDING IN HIGH SCHOOL _____

I authorize the use of the information, which I have voluntarily provided.

(Signature)

(Date)

Please return form to the SU Public Relations Office, Holloway Hall Room 155.

For Office Use Only: Photo taken by _____ on _____.

Electronic Bulletin Board Request Form

Requested by _____ Today's Date _____

Organization _____ Start Date _____

Telephone # _____ End Date _____

Authorized by _____

TITLE OF EVENT:

DATE (S) OF EVENT:

TIMES OF EVENT:

WHERE EVENT WILL BE HELD:

SPONSORED BY:

ADDITIONAL INFORMATION CONCERNING EVENT:

NOTES TO MAX OPERATOR (OPTIONAL):

In order to ensure that your request will be aired you must:

1. Complete this form in its entirety.
2. Submit this form to the MAX Operator at least five days prior to the requested start date.
3. Submit a separate form for each event.
4. Make sure each request is either typed or neatly printed.
5. AUTHORIZED BY ADVISOR OR STUDENT ACTIVITIES DIRECTOR.

Please return to MAX Operator Caruthers Hall 167.

Publications Office/Copy Center

Publications Office
Holloway Hall Room 271 (above Student Health Services)
410-548-2500

Copy Center
Holloway Hall Room 074 (beneath Student Health Services)
410-543-6180

The Publications Office and Copy Center strive to ensure a strong visual identity for Salisbury University to help unify and strengthen the University and project an image of excellence and cohesiveness.

It is for these reasons all publications representing the University to off-campus publics must come through to the Publications Office. If any printed material will be distributed to an off-campus audience (poster, program, etc.) it must be seen by the Office of Publications to ensure that it:

- has the SU logo on it (ALL PUBLICATIONS DISTRIBUTED OFF CAMPUS MUST HAVE THE SU LOGO. See “Logo Standards” for details.)
- is free from errors
- contains all necessary information (time, date, location, etc.).

OVERVIEW OF SERVICES

- design
- writing and editing
- printing and copying – color and black/white
- general advice and information on publications
- photography
- illustration
- scanning photos for students and faculty
- producing color copies and transparencies for students and faculty
- outputting student and faculty jobs from disks or the network
- burning CDs