

EDINBORO UNIVERSITY OF PENNSYLVANIA – UNIVERSTIY PROCEDURE

PUBLICATIONS AND PUBLICITY

OBJECTIVE

This procedure is intended to ensure that the image of Edinboro University of Pennsylvania is presented in an accurate, consistent and favorable manner to both its internal and external publics. Over and above the desire of any responsible entity to represent itself in a positive light, Edinboro University has an obligation as an institution of higher education to set an example in terms of the accuracy, professionalism and refinement with which it represents itself. Consistency of image inspires confidence in our ability to effectively serve our constituents.

PROCESS

Publications

Offices or individuals creating materials for wide or mass distribution, including broadcast or computerized transmissions, are responsible for ensuring the information is accurate and free of grammatical and spelling errors. In all cases, such materials shall be reviewed by the appropriate department chair, dean/director and vice president and, in some cases, the Office of Public Relations and Publications. This procedure applies to materials and publications that could reasonably be construed to represent official expressions of the University due to use of its name, logo, or other indicia. Included would be any printed literature that would be used as a marketing or admissions recruitment piece. Examples of pieces that would not have to be reviewed by the public relations office include internal or departmental newsletters, flyers, and invitations. **However, the Office of Public Relations and Publications should review any newly created product prior to the first printing for general suggestions and editing.**

University publications which are to be widely distributed must include appropriate references to the University's association with the State System of Higher Education. Contact the Office of Public Relations and Publications for language and placement guidelines.

In order to assist individuals with disabilities, invitational communications to University events and programs must include the following statement:

"Persons with a disability who need accommodations for this event must notify OSD - (814) 732-2462 V/TDD - to arrange accommodations within a reasonable time."

Please refer to University Policy No. G018, AMERICANS WITH DISABILITIES ACT – PUBLIC ACCOMMODATIONS, for additional information in this regard.

Publications and Publicity Procedure

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Publication Request

To facilitate the production of accurate, appropriate and consistent University publications, a "Publication Request" form is enclosed as a part of this procedure and may be reproduced as necessary. Official publications of the University that are produced on or off campus about Edinboro University of Pennsylvania should be submitted through the appropriate vice president to the Office of Public Relations and Publications for recommendations regarding aesthetic or stylistic improvements, formatting standards, and duplication.

Web Pages

Please refer to the style manual on the Edinboro University of Pennsylvania Website.

Publicity

Individual and institutional achievements continue to occur at Edinboro University of Pennsylvania. These achievements take many forms: faculty research, administrative contributions, new academic offerings, student honors, community service projects and partnerships, major planning and Continuous Improvement efforts and successes, and fund raising accomplishments, to name a few. Such a list is obviously not inclusive of the events that occur almost daily at a comprehensive major university. Many of these are potentially newsworthy in a public relations sense and provide positive publicity for the University and our faculty, staff, students, alumni and other Edinboro Family members.

Publicity Request

The enclosed "Publicity Request" form is designed to facilitate effective collection of public relations information from within the University. The form may be reproduced as necessary. Reports may be submitted at any time to nominate potential stories or story ideas regarding activities, events, individual or group achievements, or matters of general interest which have occurred or are planned at Edinboro University. It is recommended that Publicity Requests regarding upcoming events be submitted at least two weeks in advance of the scheduled event.

Enclosures (2)

APPROVED BY: Dr. Frank G. Pogue, President

REVIEW DATE: AS REQUIRED

This procedure supersedes policy C014 "Publicity"

PUBLICATION REQUEST

*For New and Updated Publications**

Date: _____

Program, Department or Organization Name: _____

Publication Type: _____

(newsletter, brochure, or announcement, for example)

Publication Title (if applicable): _____

Desired Distribution Date: _____ For Distribution: On Campus Off Campus

Purpose/Target Audience: _____

Contact Person: _____ Phone: _____

****Please attach/enclose a copy of the publication with this request****

APPROVALS:

Immediate Supervisor/Dean: _____ Date: _____

Vice President: _____ Date: _____

Review by Office of Public Relations and Publications

Date Received: _____ Date Forwarded: _____

Comments:

Recommendations:

Signature _____ **Acknowledgment** _____

Director of Public Relations and Publications Vice President

 Reprints without changes can go directly to Duplicating.

*This form implements Edinboro University Procedure _____, "Publications and Publicity."
Please refer to that document if needed.*

PUBLICITY REQUEST

******PLEASE SUBMIT THIS REQUEST AT LEAST TWO WEEKS PRIOR TO THE EVENT******

To: Assistant Vice President for Media and Community Relations

Submitted by: _____ **Phone:** _____

Contact Person: _____ **Phone:** _____

Title of Activity, Event or Achievement: _____

Date(s) of Activity, Event or Achievement: _____

Narrative Description:

(Include information which answers the questions who, what, when, where, why, and how.)

PLEASE USE BACK OR ADDITIONAL SHEET OF PAPER, IF NEEDED.

APPROVAL:

Immediate Supervisor/Dean: _____ Date: _____

This form implements Edinboro University Procedure _____, "Publications and Publicity."

Please refer to that document if needed.