

**MONTCLAIR STATE UNIVERSITY**



# **Working with University Communications**

*A consultant and partner for academic and  
administrative areas within the University*



**MONTCLAIR STATE**  
UNIVERSITY

# University Communications

When you see something about Montclair State University in a newspaper article, a photograph, an advertisement, student recruitment materials, the alumni magazine, or on our Web site, a member of the University Communications team probably created it. University Communications is comprised of Marketing/Graphic Design/Production Services, Media Relations, News and Editorial, Photography, and Web Services.

The University Communications team gathers, refines, and delivers information about Montclair State University and its many programs and achievements to the University's internal and external audiences using an integrated, multi-step process which includes:

- identifying key audiences and what information they need
- identifying the most effective means of distributing that information
- developing, refining, and getting the information to the targeted audiences

The University Communications Web site ([montclair.edu/universitycommunications](http://montclair.edu/universitycommunications)) is a great source of information about the rules of the road, tips, and links to help faculty and staff throughout Montclair State promote their initiatives in the best possible way. The Web site has all the details, but some highlights follow. Don't have time to read it all? Check out **Quick Tips** on the last page.

## The University Logo

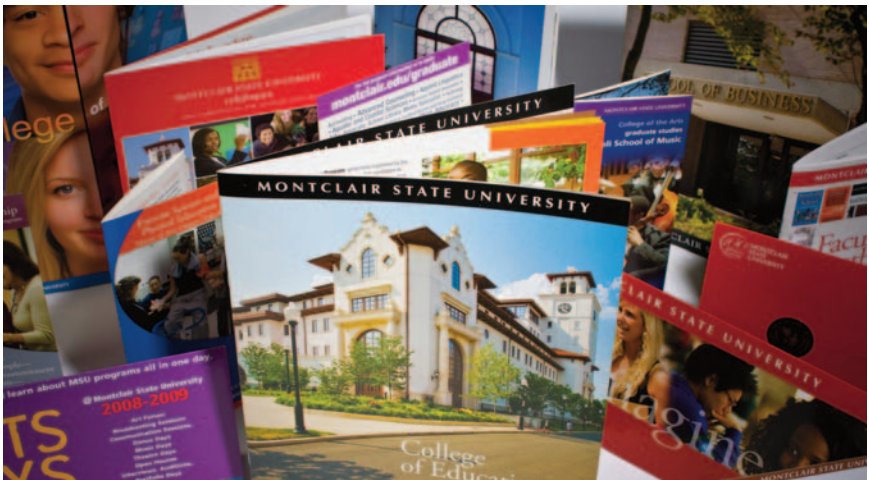


**MONTCLAIR STATE**  
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**Montclair State's logo represents the University's image to the outside world: it unifies all communications and helps provide a consistent, coordinated, professional image for the University. The logo can be used in red and black, all black, or reversed out of a dark color. Various sizes and formats for the logo—and rules of use—are available at the University Communications Web site or under "Logo" on the home page MSU-A-Z link.**

# Marketing/Graphic Design/Production Services

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The Marketing, Graphic Design, and Production area of University Communications serves as an in-house consultant to internal clients (administration, Schools and Colleges), helping them to promote programs and events that will attract high-quality students and build on the prestige of the University. This area is also the guardian of the University's logo.

If an event or program is large and can reasonably attract an audience from outside of our campus community, you should talk to your dean's office/vice president's office about working with University Communications. Marketing materials such as brochures, ads, flyers, and posters, highlight your program but also reflect on the University. **Any materials directed to an outside audience should be prepared in collaboration with Marketing/Graphic Design.**

While there are no internal charges for these services, the requesting area pays for all out-of-pocket expenses, such as printing, postage, or media buying costs. Make sure you know your budget before you begin the process.

Advertising is the paid placement of a message in media and is especially useful when the message must be delivered to a large constituency—an undergraduate or graduate open house, for example, or an all-campus festival inviting the community to attend. **The Marketing Department will work with you to design and place an ad in the media that best targets your audience.** All media placements must be made through the Marketing Department and only approved ads will be placed.

**The University has contracted vendors for various printing needs**—from high-end 4-color glossy brochure printing to business cards and letterhead. All printing and off-campus photocopying contracts are administered through University Communications.

# Web Services



It's a given that the Web is essential in communication and interaction between the University and its varied audiences. So we must always remember: **A good Montclair State University Web experience is a good Montclair State University experience!** Web Services is responsible for the Montclair State University Web presence, establishing University Web policy and procedure, and working with both academic and administrative offices in the construction and maintenance of Web sites. Web Services also provides support in University social networking sites and video production work for the Web. Above all, our focus is on excellence, positive identification of audience needs, expectations and technical capabilities, all working within University parameters and resources.

To reinforce the University's brand identity, we must be consistent in the themes, graphics, and ideas we present via the Web, as well as in our print and other visual materials. While some creative aspects of presentation and interactive media are subjective, there are many aspects of Web design, creation, and management that are functionally objective. Creating a good Web site requires a considerable amount of investigation, planning, and continual evaluation. Web Services provides policies and standards in all stages of site development and management.

## Tools

Web Services develops tools for use within University Web sites to better serve our audiences and assist in the management of data. Pre-planning your site's functionality is very important. Before adding any augmentation or features to your Web site, discuss the plan and issues with Web Services. Some of the tools already developed by Web Services and available for use in Montclair State Web pages include:

- News System
- Campus Map
- University Events Calendar
- University Catalog
- Faculty and Staff Profile Pages
- University E-News

# University News



University Communications strives to keep the University community and the general public supplied with timely, relevant, and interesting news about the University and its faculty, staff, and students.

The University, as well as each of the Colleges and Schools, and many individual academic and administrative departments have Web sites with the capability to display news through the News System. Each has a News System administrator and manages the gathering, writing, editing, and posting of news to its own Web site.

University Communications manages the News and Events sections of the main home page (montclair.edu). The items selected for the main home page are those judged to best promote or provide insight into the University's mission, goals, and culture, or are of particular newsworthiness to the University community as a whole, and to the general public.

The online University Events Calendar is available to all faculty and staff for the listing of campus events. Each College, School, and the departments and organizations that regularly sponsor events have an assigned calendar administrator who is able to post events to the University Events Calendar. Faculty or staff may submit the details of an event to their calendar administrator for posting to the Events Calendar.

**Every College, School, and main administrative area can post news items and events on their Web sites. Get your news out there!**

Those wishing to have a news item or event already on their Web site considered for the main home page should contact their dean or director's office for follow up with University Communications.

# Media Relations



Media Relations works with external news media including newspapers, magazines, television, radio, and the internet to cultivate interest in Montclair State's programs, projects, and activities. The staff works closely with members of the University community, including administration, faculty, and students:

- to develop and nurture positive press
- to manage and provide correct information to the media in crisis situations
- to support the president's office and the University spokesperson with information in dealing with the media

**University Communications is the only official source of University information and is solely authorized to distribute press releases and other press information to outside media.**

The media relations team is here to assist you with your questions about news and communications. There's a lot going on at Montclair State, not to mention in the larger world, and it's easy for your event or idea to get lost in the noise. Here are some simple ways you can help University Communications get your activity the attention it deserves:

- **Call us**—Let us know when you're doing something interesting/have news.
- **Call us early**—If you wait until the day your event is taking place, you're too late. Timing is critical in the news business. The more notice you provide our office (4 – 6 weeks in advance is ideal) the better we can assist you in coming up with an effective strategy.
- **Press Release**—This official communications tool provides the media with information about research, events, and other important news involving Montclair State. The office distributes the releases electronically to media outlets and posts them on the University News System.
- **Media Advisory**—This is a shorter tool used primarily to promote events or projects that are time sensitive. They offer the media quick bulleted information (the who, what, when, where, and why or background) designed to pique their interest and invite coverage.
- **Expert Advisories**—When a faculty member has special expertise about a breaking news story, the office may prepare an “expert advisory” that alerts reporters. The advisory generally includes several quotes and a description of the faculty member’s background.
- **Op-Ed Pieces**—The office provides editing and placement assistance to faculty interested in writing opinion articles.
- **Media Training**—If you are called upon to speak to the media on behalf of a program, event, or project, the media relations team is available to coach and offer tips on interviews. The media relations team can help you to develop a clear message and delivery strategy for both on and off camera interviews.

## Editorial Style and Usage Guidelines

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University Communications has developed editorial guidelines for use by everyone who produces written material for the University. Although originally developed for print, in general, the same guidelines may be used for writing destined for electronic applications. **We use the Chicago Manual of Style and have an editorial style guide designed specifically for Montclair State available online.**

# Photography

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Photographic Services provides still and video images for use in all aspects of printed and electronic media as created by University Communications for internal and external audiences. In addition, Photographic Services provides materials for distribution to external media and other institutions for editorial or display purposes relating to Montclair State.

Photographic Services maintains a Web-enabled, server-based, database of images that archives all digital images for use by our in-house design team, the University as a whole, and external media. The galleries are:

- Main Gallery: campus photos, head shots, event photos, and more
- Arts/Performance Gallery: theater, music, and fine arts images
- Non-password Protected Gallery: available for use by the media

With regard to our criteria for choosing what to photograph, our main concern is that we must serve the University as a whole. Events usually result in images that may have limited usefulness on a University-wide level, unless of course it is a University-wide event or something specifically newsworthy for the main Web site.

If we cannot accommodate your request, we do offer a camera for you to use that produces a very high quality image that we can then process and adjust for you to use on your Web site, in print, and in publications.

Additionally, the University photographer may often be observed photographing around campus, and at any time may stop into a classroom to take photos. If it is not an appropriate time for whatever reason, please feel free to speak up. Also, **if you are doing activities in the classroom, on campus or off, that you consider exciting and visually interesting, please alert us.** If time allows we may be able to schedule photography.

# Quick Tips

(see [montclair.edu/universitycommunications](http://montclair.edu/universitycommunications) for all the details)

- **Work through your dean's or vice president's office to have material developed in partnership with Marketing/Graphic Design.**
- **Have a media-worthy event to promote?** The more lead time you give University Communications, the better your chance of coverage. (Remember: University Communications is the only area authorized to distribute press releases and other press information to outside media.)
- **Put your news on your department/college Web site.** Web crawlers pick up these posts.
- **List your events on the University Events Calendar to drive attendance and promote the event.**
- **Thinking about re-vamping your Web page?** Web Services is here to guide you through best practices and University policy. So before you put fingers to keyboard, contact Web Services to discuss your audience, goals, resources, and available tools and services.
- **Need a photograph?**
  - The University Communications photo gallery has thousands of photos from which to choose and you can search for a photo by description, keyword, or date.

- We routinely photograph University-wide or newsworthy events for the main page of the Web site or widely disseminated print publications.
- We have a camera you can borrow for your department events or other on-campus functions.
  
- **Need business cards?** You can order them online.
  
- **Thinking of running an ad?** Check with University Communications first!
  
- **The Chicago Manual of Style is the preferred style guide at Montclair State for Web or brochures**, and an editorial style guide, designed specifically for Montclair State, is available online. Check it first if you have a style question.
  
- **Montclair State's logo represents the University's image to the outside world so please use it correctly.** Various formats are available on our Web site. If you need help, please ask.
  
- **Want to Social Network?** Everyone's doing it, but we want to do it well! Contact Web Services to review University policies and procedures on using social networking tools and services to reach out to your audiences.

**Contact us:**

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973-655-4333

[montclair.edu/universitycommunications](http://montclair.edu/universitycommunications)



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