



**Union County College**

**Publications  
&  
Media  
Guidelines**

**Prepared by  
The Department of Marketing  
& College Communications**

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## Staff

### **The Department of Marketing and College Communications:**

**Georgia Hartnett**  
Executive Director

**Nancy Krasnor**  
Executive Secretary

**Nicole Torella**  
Manager of Publications and Communications

**Saralia Bontempo**  
Publications/Graphic Services Coordinator

**Anthony Yang**  
Webmaster

**Jenny Wagner**  
Secretary/Workstation Database Specialist

**In addition, the Department of Marketing and College Communications works closely with Printing Services and Media Services headed by:**

**Bill Salus**  
Manager of Printing Services

**Steve Kato**  
Director of Media Services

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## Roles & Responsibilities

The role of the Department of Marketing and College Communications is to:

- enhance the positive image of Union County College with its diverse audiences;
- support and reinforce the College's recruitment efforts, ensuring that these messages are communicated as effectively and efficiently as possible; and
- inform the communities served by the College of the wide variety of programs, both academic and cultural, as well as other services offered at UCC.

This is accomplished through media relations, creating and placing paid advertisements, and producing publications for students, prospective students, and the people who influence the decisions of students of all ages (parents, spouses, employers, guidance counselors, etc.).

We work closely with offices, departments, and divisions on campus to:

- develop plans for the promotion of UCC news, events, or programs,
- generate ideas for reaching the target audience,
- gather pertinent and accurate information, and
- pursue an avenue to communicate the message (through ads, publications, events, or media releases)

Our goal is to build partnerships of shared responsibilities and rewards with the members of the College community in order to facilitate timely, positive, and effective College communications.

The Department of Marketing and College Communications and its partners produce award-winning advertisements and publications and has received both regional and national awards through the Council for the Advancement and Support of Education (CASE), National Council for Marketing and Public Relations (NCMPR), the Admissions' Marketing Report, the Public Relations Society of America, and the Jersey Shore Public Relations and Advertising Association.

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The Department of Marketing and College Communications staff consists of:

- Georgia H. Hartnett, Executive Director
- Nancy Krasnor, Executive Secretary
- Nicole Torella, Manager of Publications and Communications
- Saralia Bontempo, Publications/Graphic Services Coordinator
- Anthony Yang, Webmaster
- Jenny Wagner, Secretary/Workstation Database Specialist

The office is located on the Cranford campus, second floor of MacDonald Hall, in room A-214, and we can be reached at ext. 7053, or [hartnett@ucc.edu](mailto:hartnett@ucc.edu).

Other departments that provide valuable creative and production services in the promotions and publications of the College are Media Services, headed by Steve Kato and Printing Services headed by Bill Salus.

Following are guidelines that will help to clarify our roles, as we work with you to develop publications. We look forward to working with you.

## Themes

Whether it is through a paid advertisement, brochure, or news release to the media, the majority of College communications focus on, or reinforce, one or more of the following themes:

- Union County College provides an excellent and affordable educational experience.
- UCC faculty and staff provide students with personal attention.
- Attending UCC is convenient and fits the busy lifestyles of today's students.
- UCC prepares students for successful transfer to four-year colleges or universities. The articulation agreements UCC holds with a large number of these respected institutions make the process of transferring even easier.
- UCC prepares students for successful careers upon graduation.
- UCC provides extensive continuing and professional education opportunities for all ages.

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- UCC is a leader in providing short-term and customized training programs to employed, underemployed, and unemployed persons.
  - UCC has an outstanding faculty and staff.
  - UCC support services help make higher education accessible to those who seek it.
  - UCC is a valuable community and cultural resource.

## **Publications**

The Department of Marketing and College Communications produces more than 100 publications each year, ranging from the Catalog and the Course Listing Publication to the Viewbook, “The Network”, event invitations, and programs. We are committed to producing publications that are well-written, well-designed, and successful in their intent. Our goal is to work with members of the College community as our "clients", in shared responsibilities, to produce an attractive, informative printed piece in a timely and cost-efficient manner.

Printed materials help shape public opinion of UCC. We coordinate visual and editorial consistency in official College publications. We welcome input from clients in the areas of writing, editing, proofing, design, and photography; however, in the final analysis we make final determinations.

The creation and production of effective and attractive publications is a time-consuming process. New publications can take up to 6 to 10+ weeks to create, as can major revisions to existing brochures or publications. Publications involving minor revisions may take two to eight weeks. Determining factors include the length of the copy, editorial work required, complexity of design, type of printing required, the clearness and accuracy of submissions received from our client or other offices, and workloads of all participants involved, including the UCC Print Shop and outside vendors (i.e. printers, pre-press service bureaus, etc.).

On occasion, due to the volume and scope of the College's publications, we may utilize the services of outside firms for both formatting and design. We maintain the lead role during this phase and oversee the entire process.

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## Deadlines

Publications are produced in stages. At each stage it is critical that deadlines are met in order to ensure that the final product will be completed and on site by the required date.

At the start of a project, we will develop a production schedule for each publication that includes specific dates for receipt of information, proofreading, draft approval, copy due to printer, blueline, etc. You may be asked to contribute copy or materials, or to proofread and return a draft by a specific date. If you, as a client, anticipate that you may not be able to meet a set deadline, please notify us as soon as possible, preferably before the deadline date. Advance notice will allow us to plan accordingly and revise the production schedule and final due date accordingly. When deadlines are missed, the delivery of the publication is often delayed. These delays affect each office that uses, or is impacted by, the publication including the client's office, the Department of Marketing and College Communications, students, and constituents. Delays in one case may also affect the production schedule for publications needed by other College offices.

## Prioritizing Multiple Projects

We are charged with communicating the College's messages to external audiences. Those publications serving the primary goals of the institution will require careful planning and execution. In general, publications which directly contribute to the credit recruitment functions of UCC meet this criteria.

In keeping with the mission of the College, certain projects, such as the College Catalog, Viewbook, Credit and Non-Credit Tabloids, Registration Information, and In-House Schedules, will take priority over all other publications. It is, therefore, recommended that all publications be planned as far in advance as possible. Also, please keep in mind that bumping scheduled projects for "rush" publications disrupts everyone, including the publication schedule for outside vendors as well as your colleagues' projects.

Other projects being managed by us may also necessarily affect the production schedule. Every effort is made to produce each publication in a timely, efficient manner, but occasionally projects such as the Catalog or Course Listing Publications must take precedence. In addition, client delays and major changes to the original material may delay receipt of the printed publication.

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## Avoiding a "Rush" Job

It is important that you plan your new publication well in advance of the desired delivery date. Unfortunately, when individuals request a "rush" publication (and circumstances dictate that it cannot be produced at a later date), it may cause your colleagues' projects to be pushed back, causing delays for them, as well as heightening the risk for errors because of the rushed time frame. See below for steps to ensure a smooth process in developing and delivery of a new publication.

## How Do I Create a New Publication with the Help of the Department of Marketing and College Communications?

### Step 1: Planning

The first step in any project that may involve great expenditure of time and resources is to investigate, evaluate and plan. Consider and evaluate the following before enlisting the assistance of our office:

- ✓ What are the specific details regarding the program or activity, including dates, times, locations, costs, panelists/faculty, who may participate, etc.?
- ✓ Who is your target audience? Who are you trying to reach?
- ✓ How many copies of the publication will be needed?
- ✓ How will it be distributed?
- ✓ Why would someone want to enroll/participate?
- ✓ If the publication is to promote a course/program, what will those who complete the course/program be qualified to do? Are there employment opportunities?
- ✓ Are there any specific activities you wish to have illustrated, either photographically or with line art?
- ✓ What is your objective? Can you achieve it with a different type of publication, means of communication, or no publication at all?
- ✓ When will the publication be needed?
- ✓ Should it have a theme?
- ✓ Are there other offices or individuals who you may want to have contribute copy or information that should be included in the publication and its planning?

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## **Submit a Publications Request Form**

Remember that new publications can take 6 to 10+ weeks to create, so make your submissions accordingly. For copies of the form contact the Department of Marketing and College Communications.

### **Step 2: Meet with Marketing and College Communications**

Once you have answered the above questions, decided that a new publication is warranted, and submitted a request form, we will schedule a planning meeting with you. At this time, you can share your thoughts and goals, review concept ideas, and work with us to plan a production schedule. If you have examples of other publications that you like (even if they are not for an academic institution), bring them to the meeting. They can help spark ideas for your publication.

At this stage, your role as "client" is established. From this point forward, you will be responsible for ensuring the accuracy of content, seeking approvals from all offices or individuals who are impacted by the publication, and facilitating the smooth process of production stages.

### **Step 3: Begin assembling and preparing the content of the publication**

In some cases you may be asked to submit copy for inclusion in a new publication. Copy should be submitted as a document file in Microsoft Word, saved to a floppy or zip disk or sent by e-mail as a Microsoft Word attachment. It is better to submit more information than is necessarily required, because this enables us to "see the bigger picture" and make informed editorial decisions. There will be ample opportunity to review the copy during this step of the process. In other cases, we may write copy and have you edit what was written. This is your opportunity to make any changes to the copy, verifying all dates/locations, correct spelling of names, etc. Making changes at later stages can be costly to the College and inefficient, so it is essential that any and all content changes are complete and accurate during this stage of the process. If other individuals or offices must approve your submission, make sure they have reviewed and approved all content before it is forwarded to us.

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In addition to preparing the copy, it may be necessary to discuss and choose photos, illustrations, and/or graphics. We will work with you during this process and will certainly welcome and encourage your suggestions. We are responsible for ensuring that appropriate images are being projected in official College publications, and therefore we must reserve the right to make final decisions.

#### **Step 4: Design and formatting begins**

Once all copy, illustrations, and photos have been reviewed, proofread and approved, it is time to begin formatting and designing your publication.

#### **Step 5: Proof review**

We will send you a copy of the first draft for your review, at which time you will check one more time for accuracy of content, and sign off on and date the proof slip indicating your approval. We will be responsible for ensuring that the text of the publication flows properly and will check for typos and layout errors.

At this stage of the publication, there should be no copy changes needed (unless something factual has changed between the time you reviewed the copy with us at Step 3 and this stage of the production; i.e., the title of the course was just changed, the fee changed, etc.). Major changes at this point will cause a delay in production, and ultimately in the delivery of the publication.

We will notify you when your publication is ready to be proofread. At that time, you are responsible for ensuring that all factual information is correct, including correct spelling of names, dates, fees, course titles, etc. If you provided the copy to us, be sure that everyone who needs to approve the material has carefully reviewed it, and offered their feedback, before you return the proof. Making major changes after that time may cause your publication to be delayed. Your promptness in proofreading will help ensure that your publication will be delivered by the established due date.

We do our best to build in ample time for proofing; however, if previous deadlines have been missed, it will affect the amount of time available for the proofing process. For example, a proofing timeline of one week might necessarily have to be shortened to two days to make up for

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a missed deadline earlier in the process. (This is especially true when the copy is being presented to several parties, and perhaps one or two of them are very late in returning the copy to us.)

Please avoid changing the wording of sentences, order of the sections, or adding or deleting copy when you proofread. This is known as "an author's alteration (AA)." Typically, outside firms charge their clients a fee for the time it takes to make such changes (\$25-\$1,000+ depending on the number of changes requested), and even the most "minor changes" can quickly add up to a major sum, throwing a project over budget and over deadline. If we are formatting the publication, we will obviously not charge you for the extra time to input the changes; however, delays in your project due to the AA's may impact the final delivery date of your publication, as well as the production schedules of projects we handle for other offices. For this reason, it is critical that information be proofread and verified before it is submitted to us.

### **Step 6: Final OK**

Once your approved draft has been received, we will take any and all necessary steps to complete the project and issue the final authorization for printing.

### **Step 7: To the printer**

Depending upon the scope of the project, it may take two to five weeks for the printing, collating, binding, etc. process to be completed. The final proof (blueline) will be reviewed by us. Final approval on this blueline will be given to the printer by the Department of Marketing and College Communications. Blueline proofs allow us to check for printer errors. Changes should not be made at this point as they can be very costly, requiring the creation of another, corrected set of printing negatives and plates. Printers charge for this and design firms charge for the time it takes to enter these changes.

Whether this project is scheduled be printed in-house or by an outside vendor, we will forward the camera-ready copy to them. Once the printing has been completed, delivery will be made to the location(s) or individual(s) indicated on the original Publications Request Form.

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### **Step 8: Delivery on-campus of publications printed by an outside vendor**

We will contact the Receiving Department in advance to notify them of the delivery date for your publication. They will, in turn, call us when the publication arrives at the loading dock, so that we can check that the appropriate quantity has been delivered and that the quality of printing meets our standards and specifications. We will then notify you, the client, of the delivery so that you can make arrangements with Receiving for the proper distribution.

### **How to Make Revisions to an Existing Publication For Minor Changes**

If your changes are minor—one word to a sentence in length—simply enter the change in red or blue pen ink on the original that you are submitting. Please print legibly and clearly.

### **For Major Changes**

Major changes (those that are longer than one sentence) should be submitted as a Word file saved to a floppy or zip disk, or in a Word file sent by e-mail. On the original that you are submitting for revision, indicate where the change should be placed by crossing out all old information and writing "See disk, file named: Whatever you've named the file." When you submit the original, be sure to include the disk and a print-out of each file that is saved to the disk for reference. To avoid confusion, be sure that only the files that should be used in the publication are saved on the floppy or zip disk, or in the file sent by e-mail. (See instructions for formatting a Word file under "How to create a Word file for use in a College publication.")

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## **Responsibility for data entry for existing publications that need to be revised**

In some cases, it will be necessary for us to give the client a copy of a Word file on disk from the previous year's publication so that changes, additions and/or deletions to the copy can be made by the client for submission back to us. We, in turn, will then be responsible for the layout and formatting of that Word file.

## **How to Inform the Department of Marketing and College Communications when you will need finished publications available for your use**

In anticipation of the new academic year, during April, the Department of Marketing and College Communications will send Publications Request Forms to those individuals who have requested major publications in the past. Once completed and returned, these will enable us to plan out the publication production schedules.

Individuals requesting new publications, not already included in the current budget year, cannot be guaranteed that money will be available from the existing printing line.

## **"The Network"**

We prepare, on a weekly basis, the internal newsletter "The Network" for faculty and staff. We encourage you to submit copy about activities and achievements, a campus club, activity, event, important information for the college community, etc. The deadline for copy pertaining to the following week is 4:30 p.m. on Tuesday afternoons and can be submitted to us via e-mail ([torella@ucc.edu](mailto:torella@ucc.edu)) or legibly-written hard copy (no verbal requests, please) sent to the attention of Nicole Torella. For example, if an event is meeting on Monday, October 19, the information should be in the to the Department of Marketing and College Communications no later than Tuesday afternoon, October 13. The publication is typically distributed on Mondays, and copies are available at several locations on all College campuses and electronically.

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## World Wide Web

The Department of Marketing and College Communications is responsible for overseeing updates for the institutional pages of the College website. Persons wishing to make suggestions or provide information should e-mail yang@ucc.edu. (Please refer to web practices for policies regarding departmental and personal pages.)

## Miscellaneous

The Department of Marketing and College Communications cannot guarantee support for all miscellaneous publications. Projects scheduled for completion by the Department are dependent upon college priorities, as well as available budgets and resources.

## Media Relations

In a sense, everyone at Union County College creates good public relations. Media relations is one way for UCC to achieve name recognition, reflect its image, and position itself within higher education. To be successful, we inform the media about the College in ways that encourage them to report about us. Students, faculty, staff, alumni, parents, and friends help by working with our office. We want to hear about your accomplishments, special classroom projects you are conducting with your students, research, presentations at conferences, awards received, and trends that you spot in higher education or in society, or other ideas you may have that we might share with our varied audiences.

The preparation and release of all information concerning the College to the newspapers, television and radio stations, and other media is coordinated by the Department of Marketing and College Communications. The Executive Director of Marketing and College Communications is the official spokesperson for the College. The Department of Marketing and College Communications serves as a "clearinghouse" to:

- avoid the duplication of materials released to the public,
- maintain an editorial standard, and
- ensure contacts are coordinated through a central location.

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To provide clear and consistent messages about itself to its varied constituents, the Department has been charged with the coordination of media relations. The Department maintains a relationship of mutual respect with members of the media. It is able to achieve that only through being seen as the official voice of the College. It also works to provide the appropriate information to the media in their preferred formats, thereby strengthening the possibility of College news being seen and used. Therefore, the Department asks that you do not contact the media directly or send them news ideas of interest yourself.

Because of the possibility of unintended misinterpretations and/or legal ramifications in sensitive issues, contacts with the press by College employees should be made only after prior discussion with, and/or approval of, the Department of Marketing and College Communications. Releases relative to official College news are prepared by the Department and sent on Union County College “News Release” letterhead.

The Department’s responsibilities include writing and distributing news releases; taking and distributing photographs; contacting appropriate media personnel about events, news, and ideas for feature stories; answering queries from the media about events and news; and assisting in setting up interview appointments between media and campus personnel.

## **What is a news release?**

News releases are news articles written by us on a variety of topics such as new degree programs, articulation agreements, student/faculty achievements, new appointments, special events, and other news as it arises. The Department wants to hear from you so, please, tell us about your news, whether it is an article you published, a piece of equipment, special community project with students, etc. In a given year, about 250 releases are generated from the Department of Marketing and College Communications. News about the College is regularly sent to all newspapers, radio and television station personnel, who report on our service area. The Department may target information about special events, programs, and people that may have broader interest to regional and national media, and if you know of a specialized publication that would directly reach your target audience, please tell us about it.

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Several different types of news releases are prepared by our office, but they all have the following in common:

- They are newsworthy (of interest to a significant number of people).
- They contain all pertinent facts (date, time, place, etc.).
- Their content is proofread, verified, and approved as accurate.
- They avoid flowery words, half-truths, public relations "spins," or academic jargon.
- They are of reasonable length for the subject matter involved.
- They are released to the media in a timely manner that allows editors and program directors adequate time to obtain more information, if needed, assign a reporter, and cover the news story in more depth.
- They are also not released so far in advance of an event that they may be forgotten or overlooked by editors or program directors.

### **What do I do if I want something publicized?**

- 1) The first step is to gather the pertinent factual information including: dates, times, locations, persons involved, hometowns of these individuals, type of audience to be reached, and the name of the person(s) we may contact for more in-depth information.
- 2) Notify us of the "news" that you would like to publicize in writing, or by e-mail as soon as possible (at least six weeks prior to an event or program if your "news" is event related).
- 3) Along with your notification, please provide a printout of any copy to be included in the media release together with a Microsoft Word file of the print-out saved onto a floppy or zip disk, or sent as an e-mail attachment to hartnett@ucc.edu (see "How to prepare copy for use in a College media release" page 21). Although the initial contact may be a "hallway conversation," a quick phone call, etc., it is important that you forward, in writing, official notification to the Department of Marketing and College Communications Relations depicting what the event is and all pertinent facts.

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4) After reviewing the information provided to us, we will plan a suitable strategy to notify the media and, ultimately, the public. That strategy may include either a general press release, a calendar of events release, or both, pitching a story idea, or arranging for a radio/television talk show. A general press release is a news article that covers all the "who, what, when, where, and why," and also offers supporting information if appropriate. A calendar of events release is a brief list of classes of course offerings (e.g. business related) or events (theater, music, art, global awareness, etc.) that are held on campus.

### **Calendar of events releases**

If you plan to host an event such as a performance, an art exhibit, or a visiting lecturer that you would like announced to the public through the media, please inform us in writing six weeks before the event (i.e. Sept. 15 for an event in November). In order to meet the editorial deadlines for the cultural calendars of many of our local newspapers, event releases are sent out well in advance of the actual event date.

When providing information for an event, please submit the following both as a print out and as a document file in Microsoft Word, saved on a floppy or zip disk or sent as an e-mail attachment:

- event name
- date and times of event
- location (address, room number)
- name of person/phone number for the public to contact for more information
- admissions fee, if applicable
- the names and hometowns of key performers or guest speakers
- a brief one- to two-sentence description of the event
- title of exhibit, concert, or show
- titles and authors/artists/creators of works to be performed or displayed
- notification of possible photo opportunities, including date, time, location, and subject.

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## **What if I miss the deadline for informing the Department of Marketing and College Communications of my event?**

If the event is scheduled or learned about less than six weeks prior to the actual event date, we may not be able to assist you in publicizing your event to the extent that we normally would because of time constraints. Please provide the pertinent information, both as a printout and as a Word file, saved on a floppy or zip disk, or sent as an e-mail attachment to hartnett@ucc.edu. We will do our best to distribute this information to the appropriate media; however, due to the number of projects the Department of Marketing and College Communications manages on a daily basis, we cannot bump other timely projects to accommodate "last minute" requests for publicity.

## **What should I do if an event or program that has been publicized is canceled or rescheduled?**

If an event, program, or course is canceled or rescheduled, please notify us immediately so that we can attempt to interrupt the publicity procedure, if possible. If time allows, we will notify key media of the cancellation or postponement; however, it will be an editorial decision on the part of the media as to whether or not a correction can be printed or announced. Unfortunately, we have no control over this decision. Although a verbal communication to the Department of Marketing and College Relations relative to the change in date, time, or whatever the case may be, is sufficient for the initial notification for the sake of expediency, a written follow-up verification of that change is required.

## **What happens after a news release has been distributed?**

Press releases are sent to editors and broadcast program directors who most likely receive several similar news announcements from other community organizations, corporations, governmental agencies, or special interest groups every day. If the story is of interest to them, or if they feel it is of interest to their readers or listening/viewing audience, they may choose to print or broadcast the announcement exactly as we have sent it to them. They may also choose to have one of their staff reporters expand on the announcement by writing a news article of their own.

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Regardless of the editor's decision, the College has no control over the way a release is printed, the page on which it is published, the way in which it is edited by the newspaper, or if it is even used at all. News releases are, essentially, free advertising, and we are fortunate and grateful when ours are published or broadcast. News releases are an important part of the promotional package and should not be overlooked. In general, our news releases have a very strong rate of placement in area newspapers as evidenced by the bimonthly selection of news clippings that is distributed to the Boards of Trustees and Governors entitled "*In the News.*"

## **Speaking with reporters**

Frequently, campus personnel are contacted by a reporter for more information following the receipt of a news release from our office. This is very positive for the College, since stories written by reporters often receive better placement in print and on broadcasts than do release-type announcements, giving additional exposure for the College. From time to time, reporters contact us because they would like to interview an expert or faculty member regarding a news article they are writing. In such cases, you may be contacted by the Department of Marketing and College Communications to ask if you would be willing to speak with the reporter. However, there are times when you might receive a call directly from a reporter asking you to comment as an expert. If this happens, please notify the Department of Marketing and College Communications of the request. Although the subject of the reporter's article may not always be related to the College, opportunities for College administrators, faculty, and staff to serve as experts or community/informational resources reflect favorably on the College and the high caliber of its faculty and staff and the Department should know of these occasions.

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## **What if a reporter contacts me directly about a sensitive issue that may impact the College, but has not spoken with the Department of Marketing and College Communications first?**

If a reporter contacts you about a sensitive issue, and you have not received a referral from the Department of Marketing and College Communications, send the request back to us by saying:

"Have you talked to our Department of Marketing and College Communications about this? Let me connect you to their office. Thank you."

If you have to take a message for someone to call a reporter back, always ask for specifics about what the call is in reference to. No one likes to call a reporter when the subject matter is unknown. Once you have taken the message, contact the Department of Marketing and College Communications and advise them of the call and the content of the request.

If a reporter contacts you directly, without prior communication from the Department of Marketing and College Communications, the following procedure should be adhered to:

- 1) Simply state that you would like to know the nature of the story, what information is requested, and advise the reporter that you will contact the Department of Marketing and College Communications, and someone will get back to him/her.
- 2) Call the Department of Marketing and College Communications to advise of the reporter's request and together determine who should return the call and what information should be given. When you are interviewed by a reporter, there is no assurance that everything that you have said will be included in the final story. It is inappropriate to ask to see or hear the story before it is printed or broadcast.
- 3) If the reporter is inquiring about a sensitive subject, it is appropriate to ask for questions in writing prior to the interview, as well as respond in writing.

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## Are there guidelines to follow when speaking with the media?

If you are contacted by the media or receive a referral from the Department of Marketing and College Communications, please follow these basic media guidelines:

- 1) Return their call as promptly as possible. Many newspaper reporters operate on tight deadlines, so whether you call the newspaper reporter back the same day or the next day may mean the difference between an article appearing or not appearing in the media.
- 2) Know the facts and be prepared. If you need to look up information, take the reporter's name and telephone number and call back. If you don't know the answer to a question or questions, say so and either call the reporter back once you've found the information, or refer the reporter to the Department of Marketing and College Communications.
- 3) Whenever possible, stick to the facts-don't give opinions.
- 4) Never exaggerate the facts.
- 5) If a sensitive question is asked, tell the reporter you will have to refer that particular question to the Department of Marketing and College Communications.
- 6) Be polite.
- 7) If a reporter interviews you on campus, the interview should take place in a private area. If the interview is to occur in your office, hold telephone calls and other distractions.
- 8) Avoid saying, "No comment." Give the reporter the reason you cannot comment.
- 9) Nothing is "off the record" when talking to the media. It may appear in tomorrow's paper. Always remember that you are not having a private conversation, no matter how warm the reporter is.
- 10) Reporters often use silence to get you to say something. When they get quiet, you should remain quiet. Simply behave as though you are waiting for them to get their thoughts together for the next question.

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- 11) Stay away from jargon.
  - 12) You don't have to answer everything, and don't become defensive.
  - 13) Do not ask a reporter to see or hear their story before it is published.
  - 14) Don't ask when the article will appear in the newspaper. Many times, reporters don't know because that is determined by their editors.
  - 15) Do not give reporters internal College documents.
  - 16) Never release home telephone numbers, fax numbers, e-mail addresses, or street addresses of employees.
  - 17) Never release student class schedules, telephone numbers, or addresses. If a reporter wishes to interview or follow-up with a student, refer the request to the Department of Marketing and College Communications.
  - 18) All questions about members of the Board of Trustees or Governors should be referred to the Department of Marketing and College Communications, including requests for telephone numbers and addresses.

## **How to Prepare Copy for Use by the Department of Marketing and College Communications**

### **Graphic Identity Elements**

#### **Configuration**

There are uniform College configurations regarding logos, seal, college colors, etc.; it is used on the majority of printed materials which represent UCC to the public. Camera-ready copies of the configuration, in various sizes, are available from the Department of Marketing and College Communications. Electronic graphic files of the configuration in EPS, TIFF and JPEG formats are also available upon request.

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## Editorial Style Guidelines

### Addresses

The following are the official College locations and telephone/fax numbers. All publications must contain the appropriate address, telephone and fax number.

- The address of the Cranford campus:  
1033 Springfield Avenue, Cranford, New Jersey 07016  
(908) 709-7000
- The address of the Elizabeth campus:  
12 West Jersey Street, Elizabeth, New Jersey 07201  
(908) 965-6000
- The address of the Plainfield campus:  
232 E. Second Street, Plainfield, New Jersey 07060  
(908) 412-3599
- The address of the Scotch Plains campus:  
1776 Raritan Road, Scotch Plains, New Jersey 07076  
(908) 889-2453
- The College's address for the World Wide Web site is:  
<http://www.ucc.edu>

### Capitalization

- The title of courses and workshops should be capitalized.
- If the word "program" is an integral part of the name, it should be capitalized.
- Majors are lower case: computer science, communications, etc.
- Language titles are always capitalized: English, French, etc.
- Capitalize "Board of Trustees," but not trustee, except before the name used as a title. (e.g. The Board of Trustees meets once a month. She has been a trustee for five years. Trustee Smith approved the Resolution.)
- Do not capitalize "freshman, sophomore," etc. when referring to individuals.
- Do not capitalize academic and honorary degrees: bachelor of science, associate in applied science, etc.

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## Commas

- Use commas to separate elements in a series: The flag is red, white, and blue.

## Costs

- \$5, not \$5.00 (unless in tables aligned with figures that are not even amounts)

## Dates

- It is February 10-13, not Feb. 10th to 13th.
- When used only with the year, the month is spelled out and no comma is used: November 1998
- Set off the year with commas when used with an exact date: Friday, February 13, 1998, in the cafeteria.

## Disclaimer

In some cases we are required by law to include the following disclaimer:

“Union County College does not discriminate on the basis of race, color, national origin, sex, marital status, religion, age, disability, handicap, or other legally protected status in its provision of employment, education and activities, or other services.”

If you are unclear as to whether your publication warrants this statement, please call us at ext. 7503.

## Names

- On first reference, refer to individuals by their first and last names. On subsequent instances, use the last name only.
- When identifying current students or alumni by their class years, the year is set off by an apostrophe before the year, followed by a comma: Jane P. Doe '97, spoke at our conference.
- The abbreviation "Jr." following a name is set off by commas: Leonard A. Wood, Jr., is director of special programs.
- Roman numerals in the same usage as above, are not accompanied by commas: Leonard A. Wood III '92.

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## Numbers

- In general, spell out numbers one through nine: The Foundation honored three students.
- Use figures for 10 and up: The Foundation honored 11 students.
- Spell out numbers that start a sentence.

## Optional Spellings

- Advisor not adviser
- Catalog not catalogue
- Percent not per cent
- Theater not theatre
- Pre-register not preregister
- De-register not deregister

## Pronouns

- Instead of using "his/her" change to "their" as appropriate.

## Professional Titles

- Titles that follow a person's name should be lower case:  
Joe Smith, director of safety.
- Titles that precede a person's name are capitalized:  
Director of Safety Joe Smith.
- Do not use courtesy titles such as Mr., Mrs., Ms.

## How to Create a Microsoft Word file for use in a College Publication

The Department of Marketing and College Communications, like an advertising agency or design firm, uses electronic publishing and design software applications to produce brochures, booklets, flyers, and other College publications. These applications allow the user to import text that was created in a word processing program directly into the final page layout document, thus eliminating the need to retype information. It's a super time-saving feature, and as "time is money," it also helps reduce the total cost of producing publications and ensures greater accuracy in the translation of drafts to finished publications.

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To take advantage of this, however, word processing files must be saved in a format that can be easily imported into the page layout software programs used. The standard here at UCC is Microsoft Word and the Department of Marketing and College Communications requests that the following guidelines are used for creating and saving files in Word format for submission to us. Modeled after the guidelines professional agencies employ, they can truly "make or break" the production of a publication—especially those that need to be created under tight deadlines.

## **Formatting a Microsoft Word File**

When creating a Word file in the Windows-based word processing application, Microsoft Word, please follow these guidelines:

- Do not bold or italicize.
- Do not use tabs or spaces at the start of a line.
- Type the information exactly as it should appear.
- Always use left justification.
- Leave one carriage return between each item listing and between each paragraph.
- Words that are entered as ALL CAPS will appear as ALL CAPS on the final.
- Save your file as a Word file onto a floppy or zip disk and print out a hard copy for reference.
- Provide the Department of Marketing and College Communications with both the hard copy and the Word file on the floppy or zip disk, or send it by e-mail as an attachment. Be sure to label your disk, so that it can be returned to you once the project is completed.
- If the file you are creating contains columns of information, be sure that the columns are separated by tabs, not multiple spaces. (Do not use the Table or Column features available in Word.)
- Use tabs, not multiple spaces to separate information.

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## Photography

We welcome your ideas for photographs (i.e. students in a classroom setting are displaying their engineering science projects; students involved in volunteer work). The Department of Marketing and College Communications maintains a file of photographs for use in College publications, advertisements, or media releases. Please call us in advance for a Photography Request Form and fill it out, providing the date, time, location, and name of subject or individual to be photographed. Submit the request at least three weeks in advance of the event. We will determine if the request can be accommodated.

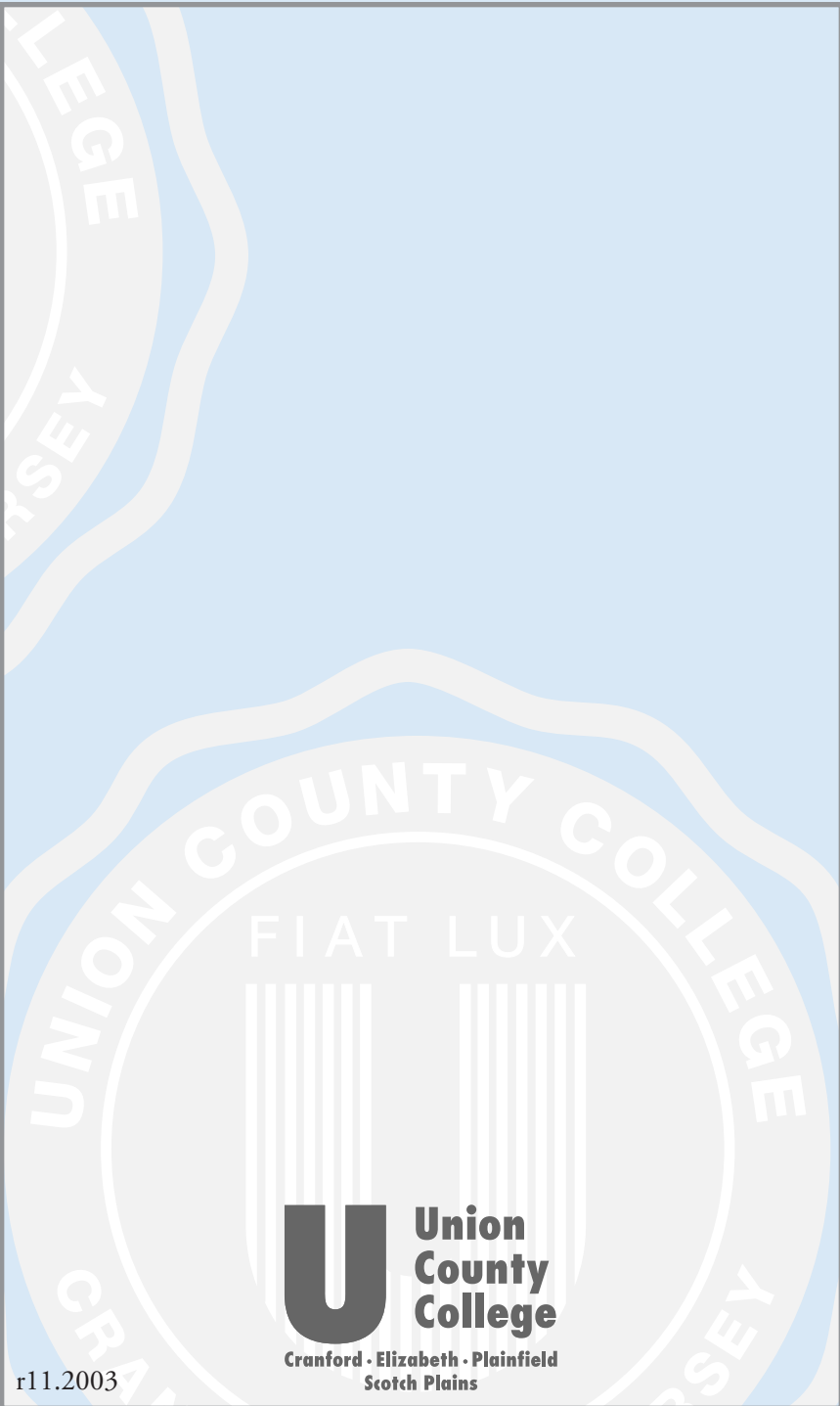
The primary role of photography is to support the official college publications, media relations, and advertisements generated from our office. Therefore, it is important that all requests for photography - whatever they may be - come through the Department of Marketing and College Communications so that we can plan the photographer's schedule of priorities, as we contract with an outside vendor for this service or otherwise arrange for the photograph to be taken. Additionally, because of the time constraints involved with the volume of official publications, media releases, and advertisements we cannot guarantee that all requests will be handled.

## Questions?

If you have questions about any of the guidelines outlined in this booklet, please call us at ext. 7503, visit our office in MacDonald Hall, Cranford campus, room A-214, or e-mail us at [hartnett@ucc.edu](mailto:hartnett@ucc.edu).

We look forward to working with you!





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Scotch Plains**

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