



SCHOOL OF AGRICULTURE, FISHERIES AND HUMAN SCIENCES

Communications Guide

SAFHS COMMUNICATIONS OFFICE

1890 Extension Complex
Rooms 181-188
Fax - 870 575-4679

Debbie Archer
**Communications Specialist -
Section Leader**

Phone - (870) 575-8546
E-mail - darcher@uaex.edu

Joyce A. Campbell
**Communications Specialist -
Media**

Phone - (870) 575-8227
E-mail - campbellj@uapb.edu

Carol Sanders
Writer/Editor

Phone - (870) 575-7238
E-mail - sandersc@uapb.edu

Brad Mayhugh
**Communications Specialist -
Graphic Artist**

Phone - (870) 575-8209
E-mail - mayhughb@uapb.edu

Joseph G. Davis, Jr.
Part-time Art Assistant

Phone - (870) 575-7228
E-mail - davisj@uapb.edu

Today, good communication efforts are more important than ever especially for a smaller educational institution, such as the University of Arkansas at Pine Bluff that must compete with much larger institutions for the same education dollars. UAPB has a faculty engaging in research second to none. That story needs to be told. Extension specialists have the expertise to make such a difference in the lives of Arkansans. Their information needs to be disseminated.

The School of Agriculture, Fisheries and Human Sciences (SAFHS) communications office is a comprehensive media unit supporting the mission of SAFHS. The department assists faculty members with the production of educational publications, with publicizing School news and activities and assisting with the development of instructional media.

In addition, the communications department provides media technology assistance and supports faculty by providing a media self-help media resource center.

The communications department offers a variety of services. The following guide outlines those services. It also provides guidelines that will help us to help you.

PRODUCTION OF EDUCATIONAL MATERIALS

Contact - Debbie Archer

WHAT WE'LL HELP YOU DESIGN

- Extension fact sheets
- Extension miscellaneous publications
- Extension technical bulletins
- Newsletters
- Programs
- Booklets
- Flyers
- Brochures
- Notebook covers
- Recruitment materials

The communications specialist will meet with you, advise you of your options and how to navigate the paper trail. She will design and prepare materials electronically for the printer and oversee the production of educational publications and materials. There is no need for you to spend hours trying to do so. But, you should have an idea of what you want, what you need to say (copy), how much you can spend and when the materials are needed.

WHAT WE NEED FROM YOU

- ▶ A **hard copy** (paper version) of the material. All material **must** be typed before coming into the communications office. No hand-written copy will be accepted.
- ▶ An electronic version of the material using **Microsoft Word** or **WordPerfect** software.
- ▶ Any **photos, clip art, charts or graphs** to be used with the project. Photos can be submitted as actual photos or as high quality digital images (minimum of 300 dpi). Clip art can be submitted for scanning or as high quality digital images. Charts or graphs should be submitted as Microsoft Excel files.

Don't wait until the last minute to request layout and design assistance. Jobs will take anywhere from two weeks to two months to complete depending on the complexity of the job.

Clip art will only be used if the school owns the art, it is public domain or written permission has been acquired to use the art.

Faculty may request original **illustrations or art** to be developed. More time should be allowed for completion when original art is requested.

Faculty may request **photographs** to be taken for materials. A three-week lead is preferred to assure quality.

When typing copy, space once after periods. Use tabs for indents. Do not use spaces.

All copyrighted material should be cleared for use in writing by the author before material is submitted to the communications office.

PUBLICITY

Contact - Carol Sanders

WHAT MAKES NEWS?

- ▶ An upcoming event or meeting
- ▶ A new faculty member
- ▶ A new program
- ▶ A new publication or video
- ▶ A change in operating hours
- ▶ Receipt of an award, grant or honor
- ▶ Presentation of an award or honor
- ▶ Research with possible significant results
- ▶ Research project results
- ▶ Timely educational information

The writer/editor can help you decide whether there may be enough interest to merit a news release or feature story. Timely educational information on topics of interest to the general public—nutrition, gardening, interpersonal relationships, anthrax—especially if it can be tied to current events, frequently makes good topics for feature articles.

CREATING A PRESS RELEASE

- ▶ Type answers to the following questions: Who, what, when, where, why and how.
- ▶ Include a couple of quotes.
- ▶ Identify the person being quoted including name and title.
- ▶ Bring or e-mail information to the writer/editor.
- ▶ Provide names and addresses of trade journals, newsletters or alumni publications where you want your press release sent.

Don't wait until the last minute

to request a press release on an upcoming or timely event. Reporter assignments are often made one to two weeks in advance. So, plan ahead!

HOW DO I GET THE PRESS RELEASE DISTRIBUTED?

Determine what specific media (trade journals, newsletters, alumni publications) would be interested in your information. Include that information on your information sheet. There is no need for you to list newspapers, radio stations or TV stations by name. The communications office has a complete listing of all daily and weekly state newspapers, radio stations and TV stations in the state, and regional agriculture and fisheries publications.

What is needed from you are the names and addresses of trade publications or those that would be interested in your project or event. Your news release/feature story will be sent to all appropriate outlets, including the campus radio station (KUAP) and the campus publication media. If your article is included in the Little Rock State Extension office weekly feature packet, it will also be placed on the University of Arkansas Cooperative Extension Service (www.uaex.edu) web site and the Arkansas Press Association (APA) bulletin board available to all newspapers and media.

HOW DO I GET THE MEDIA TO COVER MY EVENT?

Have the communications office send a press release or news tip sheet to each appropriate print or broadcast outlet describing the event. Most outlets have an assignment editor, who assigns the stories. Assignments are made a week or two in advance so unless your event is exceptionally newsworthy, it will not be covered if the reporters have already been assigned to cover another event. The news release or tip sheet should arrive a couple of weeks in advance of your event.

HOW DO I GET REGIONAL OR NATIONAL COVERAGE?

News releases are also sent to the Associated Press (AP). News media (just about every newspaper) who belong to the Associated Press are obligated to let the AP know of newsworthy events in their area. That's why sending a release to newspapers/media is important.

WHAT ABOUT PHOTOS?

If there is a possibility that a photo would be used if it accompanied a news release, either provide one or request that one be taken. Most newspapers will print a related photo especially if the subject is a local resident or someone who has ties to the area. Photos of scholarship and award recipients usually get used. Of course, the photos with the best chance of getting in print are "action" shots of local persons.

If you provide the photo, remember that most newspapers prefer a digital image shot at a medium (200 dpi) resolution. If you are planning multiple uses of a photograph—newspaper, publication, PowerPoint presentation—shoot it at the highest possible resolution. Resolution can always be reduced but not increased. If you need photography assistance, contact the writer/editor to arrange a photo shoot appointment.

MEDIA RESOURCES

Contact - Joyce A. Campbell

The Extension Specialist - Media is committed to providing multi-media resources and equipment to support SAFHS instructional programs and media needs. The specialist also creates an environment for the faculty that is conducive to learning new technology and innovative techniques to use in the classroom and beyond.

EQUIPMENT AVAILABLE FOR SHORT-TERM CHECKOUT

Equipment is available on a first come, first-serve basis. An **Equipment Checkout Form** must be completed before equipment can be released. No disks, film or tapes will be provided by the communications office.

- 35mm camera
- Tape recorder
- Portable computer speakers
- Display boards
- Caramate slide projector
- Table coverings
- LCD projector

- Tables *
- Portable projection screens
- Overhead projector
- Notebook computer

** Tables can be checked out for use in the Extension Complex only.*

RESERVING AND USING THE EXTENSION AUDITORIUM

Contact Beverly Cotledge to reserve the auditorium. Contact Joyce Campbell for audio/visual equipment set-up or assistance in the auditorium. An **Event and Media Assistance Form** must be completed if assistance is required.

OTHER MEDIA SERVICES OR ASSISTANCE AVAILABLE

Media services and assistance will be provided on a first come, first-serve basis. Submit a **Work Request Form** as far in advance as possible. If you need assistance setting up equipment, complete and return the **Event and Media Assistance Form**. See **Guidelines and Procedures** for more information.

Requests for videotaping services should be submitted two weeks in advance by completing a **Videotaping Request Form**. The communications office will provide single camera video production services of classroom instruction, special events, seminars, workshops and promotional and special meetings on a first come, first served basis. The communications office is not staffed to accommodate last minute requests for videotaping. CDs and DVDs are not provided by the communications office.

Other media services provided includes:

- Distance learning assistance
- Slide presentation assistance
- Photography
- Audio/visual equipment set-ups and instruction
- CD/DVD duplication
- Scanning instruction/assistance
- Instructional design assistance
- Web page development assistance
- Media training
- Posters/exhibits/signs printing
- Overhead transparency making assistance*

** Transparency film will not be provided by the communications office.*

MEDIA RESOURCE CENTER

Users must sign an Activity Sheet before using equipment in the Media Resource Center.

Equipment is available on a first come, first-serve basis. Available equipment includes:

- Flat bed scanner
- Color printer
- Card reader
- Slide scanner
- 24-inch laminator
- Desktop computers

GRAPHIC ART

**Contact - Brad Mayhugh
or Joseph G. Davis, Jr.**

The communications office will provide art and graphic art including illustrations, logos, mastheads, cover designs, original art, field signs, and posters and exhibits.