



SCHOOL OF AGRICULTURE, FISHERIES AND HUMAN SCIENCES

# Communications Guide

## SAFHS COMMUNICATIONS OFFICE

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The School of Agriculture, Fisheries and Human Sciences (SAFHS) communications staff supports the mission of SAFHS. We assist with the production of educational materials, School publicity, media resources and graphic design. We also provide media technology assistance and support a self-help media resource center. The following services are provided.

## PRODUCTION OF EDUCATIONAL MATERIALS

Contact - Debbie Archer

### WHAT WE'LL HELP YOU DESIGN

- Extension publications
- Newsletters
- Programs
- Booklets
- Flyers
- Brochures
- Notebook covers
- Recruitment materials

The communications specialist will meet with you and advise you of design options. She will design and/or oversee the production of materials so you do not need to do so. But, you should have an idea of what you want, what you need to say, how much you can spend and when the materials are needed.

### WHAT WE NEED FROM YOU

- A typed, hard copy (paper version) of the material.
- An electronic version of the material using Microsoft Word software. When typing copy, space once after periods. Use tabs for indents. Do not use any other formatting.
- 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). Charts or graphs should be submitted as Microsoft Excel files.

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

Faculty may request photographs to be taken for materials. A three-week lead is preferred. Faculty may request original illustrations or art. More time should be allowed when original art is requested.

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

## PUBLICITY

**Contacts - Bobbie Crockett or Carol Sanders**

### WHAT MAKES NEWS?

- An upcoming event or meeting
- A new faculty member
- A new program
- A new publication or video
- Awards, grants or honors
- Research results
- Timely educational information

The writers 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 public, especially if it can be tied to current events, 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

**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?

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. However, you can provide the names and addresses of trade publications, newsletters or other publications that would be interested in your project or event.

Your news release or feature story will be sent to all appropriate outlets and to UAPB's campus media. If your article is included in the University of Arkansas Division of Agriculture Cooperative Extension Service's weekly feature packet, it will also be placed on the division's website ([uaex.edu](http://uaex.edu)) and the Arkansas Press Association's bulletin board that is available to all newspapers and media.

### WHAT ABOUT PHOTOS?

You may provide a photo or request that one be taken to accompany your news release. Most newspapers will print a related photo, especially if the subject is a local resident or someone who has ties to the area. If you provide the photo, most newspapers prefer a digital image shot at a medium (200 dpi) resolution. If you are planning multiple uses of a photograph, such as in a newspaper, publication or PowerPoint presentation, shoot it at the highest possible resolution. Resolution can always be reduced but not increased. If you need photography assistance, contact the communications writers to arrange a photo shoot appointment.

## MEDIA RESOURCES

**Contact - Bobbie Crockett or Brad Mayhugh**

The Extension specialists are committed to providing multimedia resources and equipment to support SAFHS instructional programs and media needs.

### EQUIPMENT AVAILABLE FOR SHORT-TERM CHECKOUT

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

- Tape recorder
- Portable computer speakers
- Display boards
- Table coverings
- LCD/DLP projectors
- Tables \*
- Portable projection screens
- Overhead projector
- Laptop computers

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

### RESERVING AND USING THE EXTENSION AUDITORIUM

First, contact Beverly Cotledge in the dean's office at 870-575-7200 to reserve the Extension auditorium. Then, contact Bobbie Crockett at 870-575-8227 for audio/visual equipment set-up or assistance in the auditorium.

## **OTHER MEDIA SERVICES OR ASSISTANCE AVAILABLE**

Requests for videotaping services should be submitted two weeks in advance by completing a Videotaping Request Form (available in the communications office). We will provide single camera video production services of special events, workshops and special meetings on a first come, first served basis. CDs and DVDs are not provided by the communications office.

Other media services provided include:

- ▶ Slide presentation assistance
- ▶ Photography
- ▶ Audio/visual equipment set-ups and instruction
- ▶ CD/DVD duplication
- ▶ Scanning instruction/assistance
- ▶ Posters/exhibits/signs printing

## **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, posters and exhibits. The office also provides self-help media resources for use by faculty and staff.

## **SELF-HELP**

### **EQUIPMENT INCLUDES:**

- ▶ Flat bed scanner
- ▶ Color printer
- ▶ Card reader
- ▶ Slide scanner
- ▶ Desktop computers

