

MORNINGSIDE COLLEGE  
PUBLIC RELATIONS &  
COMMUNICATIONS  
GENERAL GUIDELINES

**CONTENTS:**

**Advertising, Marketing, & Publications**

**Central Scheduling**

**Media Relations**

**News Dissemination & Publicity**

**Sports Information**

**Web Site**

**Other**

**Appendices**

**Index**

Prepared by  
The Office of Public Relations  
Lewis Hall 319

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## INTRODUCTION

**The Morningside experience cultivates a passion for life-long learning and a dedication to ethical leadership and civic responsibility.**

--Morningside College Mission Statement

*The mission statement of Morningside College guides the operations of the Office of Public Relations. As we represent the college to its many and varied audiences, we want to portray the principles of the college's mission not only by the images and words we use but also by the example we set.*

*We are also guided by the Public Relations Society of America's (PRSA) Code of Ethics, which focuses on "universal values that inspire ethical behavior and performance," according to the PRSA Web site. These values center on advocacy, honesty, expertise, independence, loyalty, and fairness.*

*The Office of Public Relations is responsible for the quality and consistency of all of the college's external communications, including but not limited to advertising, event publicity, media relations, news dissemination, publications, sports information, use of logos, and the official Web site. We want to tell the world about the Morningside experience and the people who create this experience with accuracy and clarity, and we want this message, whether in the form of a television ad, news release, or brochure, to be consistent in its content and style. Our ultimate goal is to facilitate a "branding" of the college that is so strong that our audiences will immediately connect the Morningside experience with *successful* students, faculty, staff, and alumni that lead fulfilling lives with an emphasis on life-long learning, critical thinking, and service to others.*

*The Public Relations staff recognizes that consistent, positive communications about the Morningside experience can only be accomplished through **campus-wide cooperation.***

*Because of the naturally wide scope of the college's external communications and in an effort to serve you better, the Office of Public Relations has established certain procedures and policies, captured in this guide, to facilitate this campus-wide cooperation.*

"Public relations is a continuous process of speaking, listening, and responding."

--John Beardsley, APR

## ADVERTISING, MARKETING, AND PUBLICATIONS

*The Office of Public Relations is a valuable resource for you. We can advise you on identifying your target audiences, how to get the most for your money, the many different routes available to promote your department or event, how to develop realistic project timelines, which vendors are best for your needs, and more.*

**All advertising and marketing efforts and publications directed to external audiences should be approved first by the vice president to whom you report and secondly by the Office of Public Relations for consistency with the image of the institution, factual accuracy, appropriate use of photos, correct use of logos, correct grammar and punctuation, and correct use of graphics and style.** Items that should be submitted for review include but are not limited to letters, invitations, brochures, posters, newsletters, survey instruments, television and radio ads, and newspaper and magazine ads.

### Review Process

**The most important things you can do to facilitate review of your publications are: (1) plan ahead and (2) proof the item yourself before you give it to us for our review.** *Items may be submitted for review to the director of Public Relations through e-mail or through campus mail to Lewis Hall 319. Athletics may submit their items to the Sports Information director.*

Review of all publications for external audiences will be once a week on Tuesdays. Anything not submitted by 9 a.m. each Tuesday will not be reviewed until the following Tuesday. Please note these word/time limits:

- Documents of 1,000 words or less submitted by 9 a.m. Tuesday will be proofed and returned to you by the end of the day Wednesday.
- Documents of more than 1,000 words and less than 3,000 words submitted by 9 a.m. Tuesday will be returned to you no later than Monday of the following week.
- Documents of more than 3,000 words submitted by 9 a.m. Tuesday will be returned to you no later than the second Monday following submission.

Please keep in mind that you will also need to allow time for any changes required by the review.

*Extra time will be required* for those pieces selling items to raise funds or asking for donations. Each one must also be approved by the Office of Institutional Advancement.

*Please don't assume* that because you've done something before, you can do it again without undergoing this review process. It's important that our external communication efforts have a fresh, updated look/approach.

*If you have any question* about the appropriateness or feasibility of your advertising, marketing, or publications, it is advisable to consult with the Public Relations office before beginning the project.

## Graphic Design Services

*One of the easiest ways to ensure that your publications are consistent with the college's image is to take advantage of the graphic design services offered by the college's graphic artist. For example, he or she will make sure that your piece uses the Morningside logo correctly and contains the mission statement (required on every piece). She or he will also make your publication as attractive as possible given the time allowed. Quality graphic design does take time, so plan ahead. Use the schedule on the next page to assist you in your planning.*

### **Production Deadlines: Typesetting and Layout**

(Please note: this schedule does NOT include printing and bindery time.)

<b>Item.....</b>	<b>Working Days*</b>
Ads .....	2-3 days
1-sided flyer .....	2-3 days
Small brochures .....	5 days
Logo design.....	10 days
Programs, 2-8 pages.....	10 days

\*Mondays through Fridays, not counting holidays

Larger jobs may require a month or more for completion. For these jobs, please check with the graphic artist **as far in advance as possible** to schedule your job.

### **Customer Proofing Policy**

*It is customary in the graphic arts/printing industries that the customer is responsible for proofing the typesetting and layout. Following this custom, we give proofs to each customer. The customer should read the copy, examine the layout carefully, and mark any corrections. The customer will be required to sign off on a final proof before the job is finished/printed.*

*It will be to your advantage to give the graphic artist the text/copy on a disk or via e-mail. Please save the copy as a simple text file and spell-check your work before submitting it. The graphic artist does not always have the time to read or spell-check all copy.*

*No charges will be made for corrections of the graphic artist's mistakes during the proofing process. Excessive customer changes, however, will be charged at \$1.00/ line.*

### **Appropriate Use of the College Logos & Official Seal**

The college logos may be used only by established college offices/departments and organizations officially recognized by Student Government or the administration.

Please see Appendix A for detailed information regarding the correct use of the "M" logo and the Mustang logo. Generally speaking, these logos cannot be altered in any way, such as putting the "M" or Mustang inside another graphic element or adding text. There are proper ways to present each logo in one color, two-color, or 4-color regular or reversed formats. The corporate colors are black and PMS 201 (a maroon color).

The college's official seal can only be used with special permission and is usually reserved for diplomas, official transcripts, and grade reports, or use by the President's Office.

*Special note:* The colors in the M have been assigned the following meanings, as found in the college's mission statement: red, the passion for life-long learning; blue, dedication to ethical leadership; and yellow, dedication to civic responsibility.

## **Style**

Generally, *Associated Press (AP) style is used in most publications*. For topics not covered by the AP style manual, we refer to the *Chicago Manual of Style*.

When appropriate, a more formal style, such as one required by etiquette or academic discipline, may be followed. For more information on AP style, please see Appendix C.

## **Photography**

The Office of Public Relations maintains an archive of photos and video of campus events and people. We either take photos/video ourselves or hire a professional photographer/videographer for various events throughout the year. In the fall of 2004, we switched to digital photography to facilitate e-mailing of photos to the media, as well as using them in publications. The campus community is welcome to browse our archive for photos or to submit their own photos for the archive.

## **Requests for Data on Morningside Constituencies**

Morningside College protects the privacy of its constituencies and takes requests for contact and other types of information very seriously. *Requests for constituency data*, including mailing addresses and phone numbers, must be approved by Institutional Advancement and/or the Office of Public Relations. Please submit a completed "Request for Data" form (Appendix B) and a copy of the letter, newsletter, etc., that you would like to send to Morningside audiences. Allow one week processing time.

It is advisable to submit your request before printing of materials, etc., as these types of requests are often denied. If you have any concerns about your request, please call the director of Public Relations and discuss your concerns.

## **FERPA**

Student information is protected by the Family Educational Rights and Privacy Act (FERPA). See the Registrar's Office for more information on FERPA.

## CENTRAL SCHEDULING

The Office of Public Relations oversees Central Scheduling, where all events, meetings, and other uses of college facilities (hereafter known as “events”) are scheduled and arranged. The coordinator of Central Scheduling is responsible for the calendar of events; scheduling college, college-sponsored, and non-college events; obtaining contracts with non-college parties that use the facilities; and managing the setup and takedown of the room and/or equipment, through communication with maintenance, custodial, and other crews, before and after each event.

Morningside College has 20 facilities that are available for use, as follows:

- Allee Gym
- Alumni House
- Bass Field
- Charles City College Hall
- Clock Tower (at the apartments)
- Dimmitt Hall
- Eppley Auditorium/MacCollin Classroom Building
- Hickman-Johnson-Furrow Library Center
- Hindman-Hobbs Center
- Klinger-Neal Theatre
- Lewis Hall
- Lincoln Center
- The “M”
- Olsen Student Center
- Poppen Apartments
- Residence Complex
- Roadman Hall (including Iowa Communications Network classroom)
- Roberts Stadium
- Waitt Apartments
- Walker Science Center

Several of these facilities have individuals assigned to work with Central Scheduling to schedule/arrange events. Each facility has its own rules for use and hours of availability.

### **General Policies for Facility Use**

1. All parties must go through Central Scheduling to arrange their events.
2. College groups, including student groups/organizations, academic departments, athletic departments, and administrative departments, may use the facilities free of charge, as long as any proceeds go to the college or college groups and not to any one individual.
3. Non-college parties must go through Central Scheduling to schedule and arrange their events and must complete a contract with the college for the facility use.
4. Non-college parties must pay a rental fee to use a facility and are usually required to provide proof of insurance or insurance. Non-profit rates are available for qualifying organizations. Exceptions to this payment policy are rarely made and must go through an approval process that begins with the Office of Public Relations. Where an exception is made, the party must provide its own clean-up crew.

5. No events may be scheduled during each of the weeks immediately proceeding the first day of classes, Homecoming weekend, or May commencement exercises, unless related to student orientation or registration, Homecoming, or Commencement, respectively.
6. No events may be scheduled during finals weeks, unless Central Scheduling obtains approval from Student Services.
7. All food services must be provided by Sodexo Food Services.

See Appendix C for more details. The guidelines presented here and in the appendix are only a few of the policies/rules for use of facilities at Morningside College and are not intended to answer all questions/inquiries. The coordinator of Central Scheduling will go over specific requirements with individuals/groups as needed or requested.

## MEDIA RELATIONS

*We are here for you and for the media. Our job is to serve as an advocate for the college with the media and to facilitate relations between the college community and the media.* Call us for advice, help, or to contact or to respond to the media for you. We can advise you on which stories are newsworthy and rehearse with you before the actual interview. Often the media calls us and asks us to connect them with sources for stories. If you have not agreed to serve as a source for the media (through agreeing to be listed in our speakers guide), we will always contact you first before releasing your name and contact information.

*Please notify the Public Relations office when you are contacted by area media for an interview.* Please include the media outlet, the reporter's name, the topic, the time of interview, and your response. The Public Relations office keeps track of this coverage.

If you want to contact the media, please discuss this contact with us first. We will be able to advise you on which outlets will be the best for your situation and the best ways in which to contact them. Almost always, it will be to your advantage to let us contact them for you.

## NEWS DISSEMINATION & PUBLICITY

*Acquiring publicity* can be done in a variety of ways. Free publicity in the media is most often acquired through news releases, story pitches to the media, community calendar announcements, and public service announcements (PSAs). This type of publicity works best with unique, newsworthy, timely events that are usually open to the public free of charge. *Please note:* Getting media to run PSAs is difficult without advance planning. Today's media often plan their schedule for PSAs a year in advance.

*Paying for publicity* can be effective. This publicity can be as simple as printing and mailing out a letter to a small target group or as expensive as a full-page, full-color ad in the local newspaper or a television ad campaign. Please see the section on advertising, marketing, and public relations for guidelines on this type of publicity.

*All news releases* to area media **should come out of the Public Relations office**, rather than out of individual department offices. We follow Associated Press (AP) style in writing our news releases.

*The following guidelines* have been established to facilitate the best media contacts possible.

### **Your Responsibilities**

1. For the Public Relation office to have time to give your event/issue proper attention, including writing your news release and seeking publicity, **please submit information on your event** to the Public Relations office **at least three weeks in advance**. We will handle requests for news releases/publicity with less than three weeks notice on an "as-able" basis.
2. If you want your event included on the various media **community calendars**, please submit the information **four weeks in advance**.

3. You may **write your own** news release and submit the document file via e-mail or disk to the Public Relations office (Lewis 319). It will be edited to follow AP style, and pertinent facts, spelling of names, etc., will be confirmed. See Appendix D for a handout on AP style.
4. Regarding **releases on faculty/staff achievements, new hires, promotions, etc.**, these may be sent out either before or after promotions, publication, conference attendance, paper presentation, etc. Please allow three to four weeks for this type of release to be written and sent out.
5. Unless you notify us otherwise, we will send out **the photos taken for IDs** with releases on faculty/staff achievements, new hires, etc.

### **Our General Procedure for Securing Publicity**

1. We notify the media about events according to the following **timeline**:
 

Three-four weeks in advance	Short announcements sent to community calendars As appropriate, story pitches are made
Two weeks in advance	Full news release sent to weekly entertainment guides & posted on the college Web site
Ten days in advance	Full news release sent to all other media
Same day	As appropriate, media alerts sent to TV/Radio media
2. We do not try to secure feature stories for every event, etc. We make our story pitches carefully and sparingly, so as not to overwhelm our media contacts.
3. We keep our news releases “to the point”; the average news release is from one to one-and-a-half page(s) long with double-spacing, one-inch margins and twelve-point type.
4. We do not routinely prepare “media packets” for events; but we will work with you to develop a media packet for your major event. Media packets are time-consuming, expensive, and effective only in special cases. We have sheets with general information on Morningside College that are kept current and should be included in any media packet.

*We reserve the right to refuse* to send out news releases on any event or achievement that we deem not to be newsworthy. We must protect our reputation with the media. We will, however, help you with on-campus publicity for such events. We will, for instance, post an announcement on the college’s Web site or send out a campus-wide e-mail (in the weekly e-mail calendar or as appropriate).

*The Public Relations office has developed a **workshop on writing news releases*** that we will present to a group of at least five people upon request. See the workshop handout in Appendix D.

*Please share your news with us.* While the Public Relations staff is as proactive as possible and searches out campus events and faculty/staff/student achievements about which to alert the media, there may be events, etc., that deserve coverage about which we may not know. Please inform us of your event/achievement to be sure that it receives our attention.

### **Sports Information**

The Sports Information Director is responsible for all media coverage regarding athletics at Morningside College. The release of sports news follows the same general guidelines as given above, except that news releases are sent out in conjunction with team game schedules.

## WEB SITES

### **Description**

*These guidelines are for the official Morningside College Web pages found at the domain “morningside.edu” including but not limited to www.morningside.edu, webs.morningside.edu, and my.morningside.edu. Generally speaking, the campus community views www.morningside.edu as the “public” site for our external audiences and webs.morningside.edu (or my.morningside.edu) as the Intranet site for our internal audiences. The fact is, however, that most Web pages are available to the public and are often linked with the “official” Morningside Web site (morningside.edu).*

*A group of Web editors develop and maintain the pages on www.morningside.edu, as well as some pages on webs.morningside.edu They undertake this responsibility in addition to the main responsibilities of their position. See Appendix E for a list of the current Web editors. The Office of Public Relations assumes responsibility for the home page and the overall content and style of the site. The www.morningside.edu site is divided into “levels.” Level I pages are those pages one step down from the home page in each of the following categories: Academics; Admissions; Alumni; Athletics; Morningside (including News, Calendars, Directories, Business Office, President’s Office, and more); and Student Life. Level II pages are those pages two steps down from the home page, and so forth. Pages on Levels I and II are required to use a specific design template. This Web site is maintained using Macromedia Contribute and Dreamweaver, as well as other supporting programs.*

*The majority of pages on webs.morningside.edu (or my.morningside.edu) are maintained by a variety of staff members or students. Academic departmental Web pages are usually maintained by a designated faculty member or the department’s secretary. Student-group Web pages are usually maintained by a member of the group. The “Morningside Portal” and all its features, such as Web mail and CampusWeb, are maintained by the Department of Information Services.*

### **Content Guidelines**

*All text, photos, graphics, etc. considered to be part of the official Morningside College Web sites are subject to the following guidelines:*

1. The content/graphics must be approved by the Vice President to whom your department may answer.
2. The content/graphics will be edited as needed by the appropriate Web editor and/or the Public Relations office.
3. Each Web page should contain the current Morningside College logo, the mission statement, the “print” icon, which allows the page to be printed more easily, and links that take the user back to the college’s official home page and other appropriate intermediate pages.
4. The Office of Public Relations reserves the right to delete any information, graphic, or Web page deemed out-of-date, inappropriate, or inaccurate.
5. It is the responsibility of each department to make sure that its information, graphics, or Web pages remains current and accurate and that all links are working properly.

6. Profanity, racist and/or sexual slurs, and other demeaning or inappropriate language, photos, or graphics are not permitted on the Morningside College Web sites.

## **Technical Guidelines**

*Pages on Levels 1 and 2 of the Web site at [www.morningside.edu](http://www.morningside.edu) are required to be developed using the appropriate official template. While the use of these templates is not required for other pages, it is encouraged.*

*The following guidelines apply to all official Morningside College Web pages:*

1. Please use HTML coding and save your pages with the *.htm* extension unless Cold Fusion coding is required (a *.cfm* extension), which should be rarely.
2. File names should NOT use capital letters or spaces. For example, name a file “dec\_06\_gathering” or “dec06gathering” rather than “Dec 06 Gathering.”
3. Please enter an appropriate page title so that your pages do not read as “Untitled” in the user’s browser.
4. The graphics and use of tables should be kept **simple** so that the pages will open quickly and be easily maintained in the future, when the page designer (often a student) is no longer on campus.
5. A photo should be saved as a .jpg, .jpeg, or .gif file, and the maximum size of a photo file should be 100k. A file size of 50k is recommended for quick loading of pages in the user’s browser. A resolution of 96 dpi works best.
6. When creating a form, please consult with the director of Public Relations.
7. When developing a user survey, please consult with the director of Public Relations; all surveys must be approved by that office.
8. Cold Fusion coding, Java scripts, and such should be used sparingly.

## **Special Note for Departments and Organizations**

*We are here to serve you.* Please talk to the appropriate Web editor, the Office of Public Relations, or Information Services about your Web site needs. The Public Relations office employs students who are capable of creating Web pages for campus departments and organizations. Developing Web pages can be time-intensive, so please allow several weeks production time.

*Please keep in mind* that, once launched, Web sites/pages require constant updating and often spin off more pages. There’s a reason it’s called a “web”! It is advisable to be sure that the appropriate Web editor is willing to maintain the site/pages or to assign another person who will commit to this chore, including receiving training, before launching your Web site/page. Remember that the site/page will be subject to the college’s Web site content and technical guidelines.

## **Training**

*The Office of Public Relations, in cooperation with Information Services, offers peer training* on approved software for developing and maintaining Web sites to appropriate staff members.

## OTHER

*The Office of Public Relations oversees several publications, including but not limited to, On the Move, The Morningsider, the Guide to Speakers, the annual Homecoming brochure, and the annual Family Weekend brochure. The latter two are produced in collaboration with the office of Alumni Relations.*

*Public Relations also oversees general advertising and marketing of the college and works closely with Admissions on advertising and marketing of the college to prospective students and their families. We also conduct regular “awareness” surveys to assess the effect/value of our advertising and marketing efforts. The survey results are available upon request.*

### **E-newsletter**

*On the Move is a monthly newsletter sent via e-mail to the campus community, parents of students, and the alumni and friends of the college for whom we have e-mail addresses. The e-newsletter interfaces with the college’s Web sites to provide current news to Morningsiders. Currently the circulation of this e-newsletter is around 5,500. **Please submit your latest news to Public Relations by the 10th of each month** to be considered for use in the e-newsletter, which comes out each month on or around the 15th.*

### **Alumni magazine**

*The Morningsider, the magazine for the alumni and friends of the college, is published twice a year under the auspices of Public Relations. The director of Public Relations serves as the magazine’s editor, and the college’s president and vice presidents serve as the editorial board.*

*The magazine, which has a circulation of nearly 18,000, has several regular features that provide for coverage of campus events, faculty, staff, students, alumni, and friends, including “On Campus,” “Faculty and Staff Notes,” and “Class Notes.” Timely submissions for these features plus submissions of story ideas are encouraged. The editor, however, reserves the right to use only those submissions determined appropriate for each issue.*

*The magazine is published in November or December and in May or June of each year. **Submission deadlines are Sept. 15 and March 15, respectively.***

### **Speakers guide**

*The Guide to Speakers is published every three to five years by the Office of Public Relations and lists faculty and staff members who have agreed to make themselves available to the media and as speakers for area groups and organizations. Included are contact information, credentials, and topics of expertise. The Public Relations office will send out a request for participation and updating of information before each reprinting.*

## General Guidelines for Use of Logos



Four-color logo



One-color logo

### “M” LOGO

1. The “M” logo is a registered trademark of Morningside College as well as our school symbol. The official logo typeface is Jenson Oldstyle Bold. The three colors on the four-color version have been assigned the following meanings, to reflect our mission statement: Red stands for the passion for life-long learning; blue (integrity) stands for ethical leadership; and yellow (generosity) for civic responsibility.
2. The logo is always printed in its unique, specially created logotype form and most often with the words “Morningside College” to the right of or immediately beneath the logo.
3. The words “Morningside College,” as shown above, may be used in place of the full logo.
4. No other symbol, character, or caricature may appear above, below, or beside the logo.
5. The Morningside College address is to be centered under the logo, if needed.
6. Do not alter letterspace or use alternative typestyles with the logo.
7. Do not use the logo, including the words “Morningside College,” in outlined form.
8. Do not make a pattern by repeating the logo.
9. Do not use the logo as a decorative element.
10. Do not use the logo disproportionately, nor change the proportion of the “M” to the words “Morningside College,” as shown above.
11. The four-color “M” shall be black with the colored bars within the “M” in order as shown above, red (Pantone 032), blue (Pantone 311), and yellow (Pantone 109.) The words “Morningside College” should be black.
12. The one-color “M” shall be all black or all maroon (PMS 201).
13. If reversed, the “M” should be reversed only on a white background and without the colored bars. The words “Morningside College” should be reversed only on a white background.

*Please see the official corporate identity manual for examples of correct and incorrect use of the “M” logo. These manuals are available in the Public Relations office or the graphic arts office.*



One-color logo



Two-color logo

## MUSTANG LOGO

1. The Mustang logo may used with our without the “Morningside Mustangs” title.
2. The correct font for the title “Morningside Mustangs” is CityComD medium, and it should never be used in a different typeface within this logo.
3. Do not embellish the logo in any way, including the addition of color, graphics, or text.
4. Do not alter the letterspacing, typeface, or style of the “Morningside Mustangs” title or omit any part of it.
5. Do not rearrange the title by centering the words or putting them in a single line.
6. Do not change the proportion of the Mustang in relation to the title or vice versa.
7. The two-color logo on a white background should have the Mustang head in black and the title in maroon (Pantone 208 CVC).
8. A true reverse of the two-color logo is not allowed. In the case of the logo being used on dark colors, please refer to the following instructions:
  - a. On a maroon background, a black drop shadow should be added behind the title, which should be reversed in white. The Mustang head should print as normal.
  - b. On a black or other dark color background, for a two-color logo, a white drop shadow should be added behind the title, which should be printed in maroon (208 CVC). The Mustang head should print as normal, except that the small part of the mane in front of the ears should change from black to white.
9. The one-color logo can be printed in either black or maroon (208 CVC) or reversed in white—but when reversing, please remember to print the small part of the mane in front of the ears in white, rather than black.

*Please see the official corporate identity manual for examples of correct and incorrect use of the Mustang logo. These manuals are available in the Public Relations office or the graphic arts office.*

## Request for Data

Date \_\_\_\_\_ Requested by (Your Name): \_\_\_\_\_

Your Department \_\_\_\_\_ Your Office Phone \_\_\_\_\_

Please describe why you want the data:

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Please circle one or more of the following under each heading as applicable.

*Type of request:*

**Labels      Biographical Information      Donor List/Report      Text Letter**

*Please select by:*

**Alumni (graduates)      Alumni (ex-students)      Friends      Staff      Faculty**

**Corporations      Board of Directors      Class Year**

**Mail codes** \_\_\_\_\_

**Zip Code areas** \_\_\_\_\_

**Other Selection** \_\_\_\_\_

*Please sort by:*

**Alpha      Zip      Year      City      State**

**Other Sort** \_\_\_\_\_

*Please list:*

**Year      M'side status      mail.name      Maiden name      Couple name**

**Home address      Home phone      Bus. address      Bus. phone**

**Other List** \_\_\_\_\_

*Records to be excluded:*

**Deceased      Limbo      No contact/M'side      No/mail      No/solicitation**

**Don't/call      Mem/gift (non-alumni)      Rest/scholarships**

Check/Complete one or more of the following:

\_\_\_\_\_ # of Copies      \_\_\_\_\_ Labels/one-up (barcode)

\_\_\_\_\_ Green bar      \_\_\_\_\_ Labels/three-up

\_\_\_\_\_ 9x11/white/standard print      \_\_\_\_\_ Laser/letterhead

\_\_\_\_\_ 9x11/white/small print      \_\_\_\_\_ Laser/no letterhead

-----  
**FOR OFFICE USE ONLY**

Request approved by: \_\_\_\_\_

Date generated \_\_\_\_\_ Date finished \_\_\_\_\_

VOC ENTRY NAME: \_\_\_\_\_

SAVEDLIST NAME: \_\_\_\_\_

MORNINGSIDE COLLEGE  
SCHEDULING PROCEDURES

**Scheduling**

If you are planning an event or a meeting on the Morningside Campus, contact the Central Scheduling Office, 274-5175. They are responsible for sending contracts, coordinating the set-up requirements, and organizing the calendar of events.

1. Contact 274-5175 to confirm date, room, and set up requirements.
2. Contact 274-5175 to request all audio-visual needs for scheduled events.
3. Contract will be sent.
4. Deposit of \$50.00 required to confirm reservation.
5. Proof of insurance required.
6. Rental fee due on or before the day of the event.

**Locations**

ALUMNI HOUSE

CHARLES CITY COLLEGE HALL

CLOCK TOWER (at apartments)

DIMMITT HALL

EPPLEY: Stage, Room 100, Lobby, Kitchen, Classrooms

ICN CLASSROOM

KLINGER-NEAL THEATRE

LINCOLN CENTER: UPS Auditorium, 101, 102, Classrooms

THE "M"

OLSEN STUDENT CENTER: Randolph Room, Hickman Dining Room, Maud Adams Room, Lobby

ROADMAN HALL

**If an event is scheduled at another location than the ones listed above (Allee Gym, Hindman-Hobbs Center, Bass Field, Roberts Stadium, Lewis Hall, or residence halls/apartments), you still need to contact the Central Scheduling Office.** They need to be aware of all events on campus to alert Security, to include on calendars, and to coordinate with other activities.

**Fees**

Standard rental fees will apply to all groups. Exceptions to this fee policy must go through an approval process that begins with the Office of Public Relations.

Full payment is due on or before the day of the event. A \$50.00 nonrefundable deposit is required in order to confirm the reservation unless the total event billing is less than \$50.00.

An extra fee will be assessed of \$15 per labor hour for any set-up changes after 1 p.m. the day before the event.

**Food**

All arrangements for food service and reservations for Bucks should be made with Sodexo Food Service. Tablecloths and table skirting needs to be requested from Sodexo, 274-5177.

**Insurance**

Proof of insurance needs to be provided to Morningside College. The amount of coverage needs to be at least \$1,000,000 (one million dollars) and name Morningside College listed as additional insured.

**Set-up Requirements**

Confirm all set-up needs with the Central Scheduling Office, 274-5175. These include: tables, chairs, podium, microphone, PA system, stage, risers, etc.

Final set-ups need to be requested no later than 1 p.m. the day before the event. An extra fee will be assessed for set-up changes after the 1 p.m. deadline.

It is recommended that the sponsor of the event (committee chair) check set-up at least one hour prior to the event.

*(revised 6-29-05)*

# HOW TO WRITE A NEWS RELEASE AND BE HAPPY AT THE SAME TIME

Prepared by Cathee Phillips, December 2000  
Revised January 2004

Generally, media will use news releases that are:

1. Timely.
2. Newsworthy in their market.
3. Well-written and accurate (building this reputation takes time).
4. Written in Associated Press (AP) style.

## THE BASICS

1. Use simple, declarative sentences.

**DO** write:

Elvis Presley will return from the dead to appear at the Orpheum Sunday.

**DON'T** write:

The sexy, wonderful Elvis Presley will return from the dead and swing his stuff at the Midwest's premiere entertainment place and the pride of Sioux City, the beautiful, glorious Orpheum Theatre, on what is commonly referred to as the day of rest, Sunday.

2. Avoid adjectives and adverbs. Period. Don't use them except in quotes. Period.

See above.

3. Write the most important information in the first sentence. Each succeeding paragraph should contain progressively less important information.

4. Now, about that first sentence. It should contain:

Who

What

Where (place, address)

When (time, date, day)

And sometimes Why or How

*Does the first sentence about Elvis Presley in point #1 contain enough information?*

5. Do provide background information about the persons/events involved.

6. Regarding quotes:

Do use, use, and overuse the word "said," as in: Presley said, "I'm looking forward to singing my stuff for the friendly people of Sioux City—and, yes, I will be wearing my blue suede shoes."

Don't use "he/she stated" or "commented" unless you are quoting from a press briefing, meeting, speech, or written document.

Don't use "he/she growled", "shrieked," etc.

Do start a new paragraph with each quote.

Don't include too many quotes.

Do make sure your quotes include only information not found elsewhere in the release.

**IN OTHER WORDS,** Don't use a quote that simply repeats what you've already said.

## AP STYLE

### Describing Persons

1. After giving the person's full name and title once, refer to that person by only the person's last name throughout the rest of the release.
2. Do not use "double titles" before the names.

DO write:

Dr. Elvis Presley, professor of music at Graceland University...

DON'T write:

Professor Dr. Elvis Presley...

3. Do not capitalize titles unless they come before the name.

DO write:

Dr. Elvis Presley, professor of music at Graceland University...

DON'T write:

Dr. Elvis Presley, Professor of Music at Las Vegas University...

### Describing When

1. Spell out the days of the week.
2. When using months in a month/day date (Sept. 20) or month/day/year date (Dec. 8, 2000), abbreviate the longer months and do not abbreviate the shorter ones, as follows:  
Jan., Feb., March, April, May, June, July, Aug. Sept., Oct., Nov., Dec.
3. When using months in a month/year date (September 2000) or alone, spell out fully.

### Describing Where

1. Use the full, proper name of a building the first time it is mentioned.
2. Generally, do not give the city *in the text* if it is the city from which the release is originating.
3. Do not give the state in the text if in the state from which the release is originating.
4. Do not use postal abbreviations. Instead, use the following (if the state is not listed, do not abbreviate):

Ala.	Md.	N.D.
Ariz.	Mass.	Okla.
Ark.	Mich.	Ore.
Calif.	Minn.	Pa.
Colo.	Miss.	R.I.
Conn.	Mo.	S.C.
Del.	Mont.	S.D.
Fla.	Neb.	Tenn.
Ga.	Nev.	Vt.
Ill.	N.H.	Va.
Ind.	N.J.	Wash.
Kan.	N.M.	W.Va.
Ky.	N.Y.	Wis.
La.	N.C.	Wyo.

## PROOFING

### **Proof every news release that you write. Ask yourself:**

Have I included who, where, when (day and time), what, and why or how in the first sentence?

Do I have names spelled correctly?

Do I have the correct titles?

Do I have the correct time, day, and date?

Do I have the correct place and address?

Am I sure of my source? Have I verified any doubtful information?

Do my pronouns have easily identified antecedents?

Are my clauses properly punctuated, regarding essential and non-essential use?

Do my verbs agree with my subjects?

## SAMPLE NEWS RELEASE:

Jan. 23, 2004

### The Scholastic Art Awards Northwest Iowa Regional Exhibition 2004 on display now; awards reception is Sunday

Sioux City, Iowa (Morningside College)—The Scholastic Art Awards Northwest Iowa Regional Exhibition 2004 will be on display through Friday, Jan. 31, at the Morningside College Eppley and Helen Levitt Art Galleries, 3625 Garretson Avenue. Awards will be presented during a special reception Sunday, Jan. 25, at noon in the galleries. The public is invited.

Middle and high school students from 23 northwest Iowa schools entered more than 900 pieces into the competition. Of these, 294 were selected by the judges for exhibition.

Judges for this year's competition were; Cory Knedler, chair of the art department at the University of South Dakota; Terri McGaffin, art instructor at South Dakota State University; Shannon Sargent, adjunct instructor at Morningside College and artist-in-residence at the Sioux City Art Center; and John Bowitz, chair of the art department at Morningside College and organizer of the event.

The exhibition is sponsored by Morningside College with major support from the Chesterman Company.

The Scholastic Art & Writing Awards were founded in 1923 and have been administered by the non-profit organization Alliance for Young Artists and Writers, Inc., since 1994.

--30--

## Current Web Editors

*As of May 2006*

### **Webmaster**

- Darija Ljubibratic (through July 7, 2006)

### **Organization, Content, & Design Coordinator/Home Page Editor**

- Director of Public Relations

### **Academics Editors**

- Vivian Isaacson, Coordinator, Academic Affairs
- Jen Dolphin, Associate Registrar
- Joan Albenesius, Technical Services Librarian

### **Academic Department Editors**

- Kim Hawkins, Secretary, Science and Assessment
- Marcie Ponder, Secretary, English, Modern Languages, and Theatre
- Deb Protexter, Art and Music

### **Admissions Editor**

- Office of Public Relations

### **Alumni Editor**

- Lisa Murphy, Administrative Assistant, Institutional Advancement

### **Athletics Editor**

- Dave Rebstock, Sports Information Director

### **Calendar Editor**

- Diane Driscoll, Central Scheduling

### **Morningside Editors**

- Robert Anderson, Educational Technologist
- Julie Bamrick, Receptionist
- Marcie Cambigue, Student Notebook Computer Coordinator
- Jan Dehner, Writer, Public Relations
- Lisa Krohn, Administrative Assistant to the President
- Cathee Phillips, Director, Public Relations

### **Student Life Editors**

- Michelle Handsaker, LD Specialist
- Stacie Hays, Career Counselor
- Mary Krejci, Administrative Assistant, Admissions
- Dan Mabery, Director of Residence Life
- Sue Stevens, Student Financial Planning Office Manager

### **Technical, Training, & Support Issues**

- Fred Forney, PC Technician, Information Services
- Steve Leida, Director, Information Services

## INDEX

Advertising, 3-5, 9

Alumni magazine, *See Morningsider*

Associated Press style, 5, 8, Appendix D

Central Scheduling, 6-7, Appendix C

Data requests, 5, Appendix B

E-newsletter, *See On the Move*

FERPA (privacy act), 5

Graphic design services, 4

    Production deadlines, 4

    Proofing policy, 4

Intranet, 10

Logos, use of, 4-5

    Logos, guidelines, Appendix A

Mailing lists, *See Request for Data*

Marketing, 3-5, 9

Media relations, 8

Mission statement, Introduction

*Morningsider*, 12

News dissemination, 8-9

    News releases, how to write, Appendix D

Official seal, use of, 5

*On the Move*, 12

Photography, 5

Proofing policy, 4

Publications, 3-5, 12

Publicity, 8-9

Request for data, 5

    Form, Appendix B

Review process, 3

Speakers guide, 12

Sports information, 9

Style, 5, 8, Appendix D

Web sites, 10-11

    Web editors, 10, Appendix E