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# **The Ohio University Campus Communicators Guide**

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Your step-by-step guide to internal and external communication tools at OHIO

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## Introduction

For many of you, the hat of “communicator” is just one of many stacked on your head. At times, the requirements of promoting a college or department's accomplishments, events and news can seem like a confusing and overwhelming task. The Communication Services team in University Communications and Marketing created and maintains this handbook to help simplify your job.

If your question isn't answered in this book, please contact a member of the Communication Services team for assistance.

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## About University Communications and Marketing

**University Communications and Marketing** (UCM) team members work to build connections with regional and national media; produce stories that showcase the remarkable achievements of Ohio University students, faculty, staff and alumni; create multimedia projects that capture the vibrant, picturesque atmosphere of our campus; and contribute ideas and creative strategies with the aim of enhancing the national profile of Ohio University and its programs.

UCM consists of two divisions:

- **Marketing Services** works with clients across the University to develop creative projects and marketing strategies that advance Ohio University and its programs. These initiatives encompass printed publications such as brochures, posters and booklets as well as videos and websites. The Marketing Services team also maintains the University's official brand standards.
- **Communication Services** delivers important messaging—including significant news and achievements—that enhances the sense of community within our institution and advances our University's goals to audiences beyond OHIO's regional campuses and centers.

### About Communication Services

Communication Services focuses on audiences within the University: faculty, staff, students (current and prospective), parents (current and prospective), alumni and trustees, as well as external audiences, including the media and other public stakeholders. This guide helps you access the primary tools managed by Communication Services:

- The *Compass* website, found at [www.ohio.edu/compass](http://www.ohio.edu/compass), OHIO's official online news and information publication.
- *Compass*, an email newsletter which is distributed to distinct internal audiences by email on Mondays and Thursdays with featured content from the *Compass* website.
- *OHIO Employee News*, a need-to-know email newsletter distributed every Monday morning to faculty, staff and boards.
- The Calendar of University Events (CUE), the central database for events, deadlines and other happenings on OHIO's campuses.
- Press release distribution to media audiences using our partner, Cision.

Communication Services also supports organizational and executive communications efforts for all University departments and provides tools, techniques, training, strategies and consulting for campus communicators.

## About the Calendar of University Events (CUE)

The OHIO CUE is a communication, community-building, and recruitment tool that shows life at Ohio University at a glance. Any member of the University community with an active OHIO ID can add events and deadlines that are sponsored by a University planning unit or registered student organization in good standing. The CUE can be found at [calendar.ohio.edu](http://calendar.ohio.edu).

In addition, information can be easily shared with anyone in the world via email, text, social media and calendar import directly from the CUE website.

### **Greater Efficiency (and less work!)**

The central CUE is at the heart of a network of calendars that are powered by the same web-based software. In addition to providing a consistent user experience, [this system](#) saves labor because an event or deadline that is added to one calendar can be shared through any of them.

- Be sure to select the “OHIO Central” category to mark an item for display in the central CUE.

UCM has partnered with OIT to make embedded calendars populated with event information from the CUE easy to include in any departmental calendar residing on the ohio.edu server. Benefits include:

- Efficiency: Updates done in the CUE carry through to every spot the information appears.
- Economy: A set of OHIO-branded templates is available to add embedded calendars at no cost. If you wish to customize the appearance of your embedded calendar, there could be a charge.

OHIO users can collect RSVP information with the Registration and Products feature – the system can even generate printable tickets and waitlists.

### **User-friendly Features**

The CUE makes sharing event information easy.

- Any user can add events to their personal calendars (add to Google Calendar or download iCal file to add to Outlook calendar with one click). You can add individual events or entire calendar views.
- Any user can send text and email alerts and reminders for events.

## How to add events to the CUE

Please note the blue question marks that appear on the online form – clicking on any of those will take you to the full (and extensive) calendar software help page.

**Step 1:** Open a Web browser on your computer.

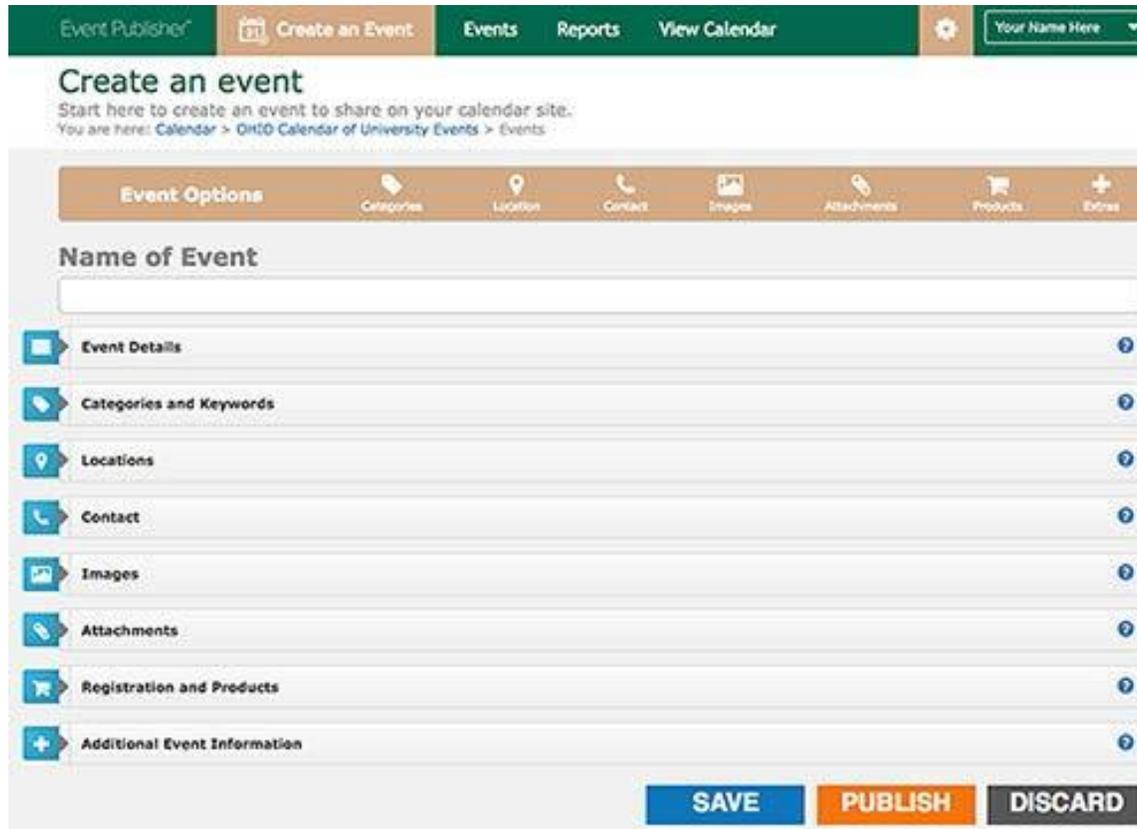
**Step 2:** Visit <https://calendar.ohio.edu> and click the “Sign In” link near the top of the screen or the “Add Event” link in the left-hand column (or enter [calendar.ohio.edu/admin/setupevents.aspx](https://calendar.ohio.edu/admin/setupevents.aspx) to go directly to the form). If your unit has its own calendar, start at your calendar page (see <https://calendar.ohio.edu/directory> for a full list). The process works the same for all! Submit your event only once and it can appear on all OHIO EP calendars.

**Step 3:** Enter your OHIO login credentials (the same user name and password you use to get your email)

**Step 4:** Click “Add Event” in the left column. (Clicking “Add Event” will take you directly to the submission form.)

## Filling out the Form

Each section of the form is “collapsible” (click the icon by the section title to expand) and you can move to different sections by clicking the corresponding icon in the tan bar near the top of the screen.



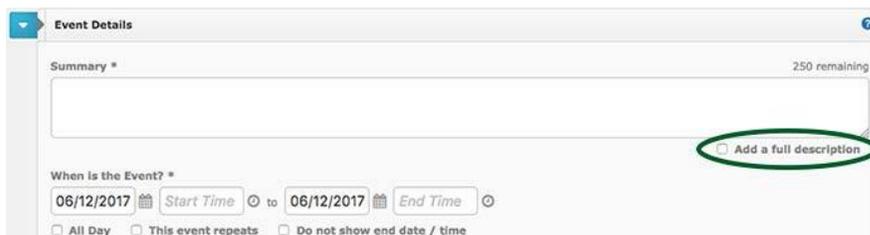
Each step of the instructions below is labeled by the name of the section that must be completed. Critical information to include: Title, location, date and time, description including price (if it’s free, say so), sponsoring organization(s) and/or department(s), link to website that contains additional information, and contact information for someone who can answer questions about the event.

**Step 1: Name of Event (Required)** Enter a brief “headline” with the essential information into this field.

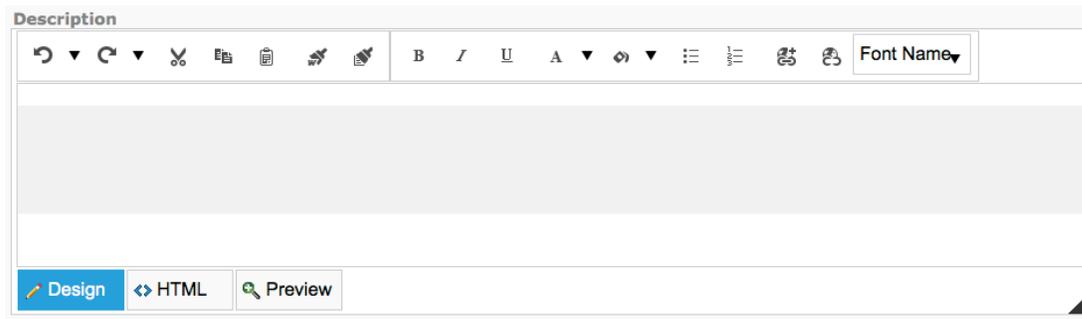
### Step 2: Enter the Event Details

**Summary (Required)** - Provide a brief summary of the event (up to 250 characters). This is the “elevator pitch” space for your event so provide the essential information here.

- **Add a Full Description**



Checking this box allows you to add a full description of the event, up to 100,000 characters. The full description field (seen below) allows HTML formatting, including hyperlinks and bulleted and numbered lists. This is the place to include the details, such as a speaker's bio, information about other events in a series, etc. The system populates the full description with content from the summary field. Note: *The summary and full description will not be visible at the same time on any page* so duplication is welcome.



**When is the event? (Required)** – Enter the date and start and end time of the event here. Check the “This event repeats” box to set a recurrence schedule for events that occur on more than one day. Additionally, this area allows you to denote events as All Day events, for deadlines and events that do not have a set start and end time.

A screenshot of the "When is the Event?" form. It features a "Start Time" field with a calendar icon set to "09/03/2015" and an "End Time" field also set to "09/03/2015". Below these are three checkboxes: "All Day", "This event repeats", and "Do not show end date / time". A "Timezone" dropdown menu is set to "(UTC-05:00) Eastern Time (US & Canada)". An "Event URL" text box contains "http://calendar.ohio.edu/event/". At the bottom, there are two more checkboxes: "Make this event private" and "Specify Publish/Unpublish Times".

**Event URL (Created by default)** This URL will serve as a direct link to the event posting you are in the process of creating. By default, the URL is [https://calendar.ohio.edu/event/\[event-name\]](https://calendar.ohio.edu/event/[event-name]). You can customize what appears in the [event-name] space but if you do so, you need to be certain that you are not duplicating a URL that has been used previously. We recommend adding a date to avoid duplication.

### Step 3: Categories and Keywords

Using Categories and Keywords is essential to displaying events properly in embedded calendars on departmental websites or the ohio.edu front door.

**Please note:** At least one of the following categories (Academics and Research, Admissions, All OHIO, Alumni, Arts and Culture, Regional Campuses, Sports and Recreation, and Student Orgs) must be selected in order for an event to be eligible to appear on the ohio.edu front door.

*A category to note is “Course-Credit Events.” This category is used to denote events for which faculty have offered course credit to OHIO students.*

You can assign multiple categories to your event.

- Only categories selected with a checkbox will be added to the event.
- Clicking the name of the category will toggle the checkbox (check or uncheck).
- Any category with a ► symbol contains sub-categories. Double clicking the name of a category will display the sub-categories.

*Keywords:* Keywords help users search for events and are useful for grouping together related events for embedded calendars for a departmental website. For example, you could use “PAS” as a keyword to link together events related to the Performing Arts Series.

- Separate each keyword with a comma. To add the separate keywords great and day you would type “great, day,” but you can add the phrase “great day” by typing “great day,”
- Noise Words: The calendar software will actively exclude commonly used words to ensure the most accurate search results (e.g., the, a, and).

#### Step 4: Location (Required)

This section requires you to select where the event will be held. A list of buildings from all OHIO campuses (and several commonly used off-campus locations) has been entered into the system already, and if you select from that list, the Google Maps functionality is enabled automatically.

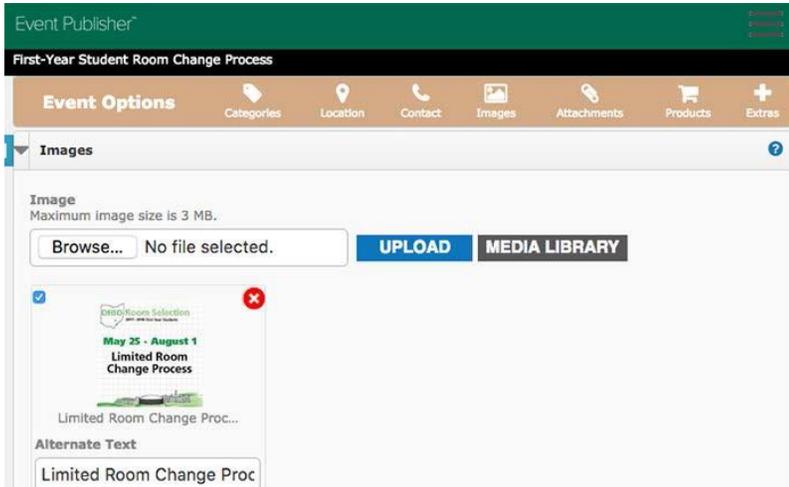
- Enter a room number or one word of the venue name and hit search (e.g., type “Baker” or “Ballroom” instead of “Baker Ballroom” or “Baker Center Ballroom”)
  - When a matching location is found, click it and then click the “Add selected” button below the list.
  - If no match is found, enter the name and address to be displayed with the event, and click “Add” to assign the text entered to the event’s location.
  - Clicking “Clear” will remove the text entered in the text box.

### Step 5: Contact (Required)

Provide a name, phone number and/or email address of someone who can answer questions about the event.

### Step 6: Images

Up to 5 images can be added to your event. **The size of each individual image cannot be more than 3MB.** Please Note: **It is critical to have a descriptive phrase as the alternate text for all images** to enhance accessibility and search.



To add an image:

- Click “Browse” to open a file locator window to locate the image file on your computer.
- Click Upload to attach the image to your event. You will see the image(s) you have chosen below the Image box. Select the check box in an image's top left corner to designate it as “primary.” Your primary image is displayed first on your calendar page.
- Primary Image Checkbox: Located at the top left of an uploaded image. Selecting this check box sets an image as the primary image -- the image that is used in the default listing of events and is more prominently featured when a site visitor clicks on your event to see the details. *NOTE: Even if your event only uses one image, you must select this checkbox.* It is required for at least one image per event.
- Alternate Text: Each image has a label of up to 100 characters that displays when moused over and is used by web browser assistance applications for those with visual impairments. By default, this text is the file name, but please enter the best possible description. Even if you choose to keep the file name, it's best to remove the file extension (.jpg, .gif, or .png).
- (Delete image) Click the red X to remove that image from the event.

**To add an image to an event using the Media Library:**

- Click "Media Library."
- A list of the images that have already been uploaded will be displayed, search using a keyword and click the "Select" link to the left of the image you wish to use.

### Step 7: Attachments

Attachments can be in almost any document format but there are two limitations: Events can have a maximum quantity of 5 attachments AND a total of 10MB per event.

For example, you could upload five 2MB attachments OR three 3.3MB attachments, or any combination that does not exceed the quantity (5) or size (10MB) limit.

- *Display Text:* Enter a description up to 100 characters long that displays as a link on the calendar website (located under “Additional Info”).
- Click the red X to delete an attachment.

### Step 8: Custom Event Fields

The Custom Event Fields are optional and are used to generate precise results for embedded calendars in departmental websites.



The screenshot shows a web form titled "Custom Event Fields". It contains three main sections: "This event is open to" with a list of options (Students - Graduate, Students - Undergraduate, Students - Prospective, By Invitation Only); "Sponsoring Department (degree-granting units)" with a dropdown menu; and "Imported Location" with a text input field.

Step 9: **Submit your event for approval.** The “Submit” button is at the bottom of the page. Once you have submitted your event, it is easily accessible from your event management dashboard (it will be under the “pending approval” tab until the event is approved or denied). You will receive an email notification when the event is approved.

### How to edit an existing entry

**You can edit any entry you create** by visiting your [Events Dashboard](#) (login required) or clicking “Manage” near the top of the after log in. From your event list, select “Edit” from the “Actions” drop-down menu next to the title of the event you wish to edit. Make your changes and click “Submit” to resubmit the event for approval with the proper revisions. The calendar software maintains a record of all changes made.

### How to delete an entry

**You can delete any entry you created** by visiting your [Events Dashboard](#). Locate the title of the event you want to delete in your event list and select “Delete” from the Actions drop-down menu. It is possible to restore deleted items using the Actions drop-down menu.

- In order to avoid confusion, it may be preferable to mark the event as canceled by selecting “Cancel” from the Actions drop-down menu. The event remains on the CUE but is marked as cancelled (this can be undone by selecting “Uncancel” from the Actions drop-down menu).

### **How to copy an event**

**You can copy any entry you submit** by visiting your [Events Dashboard](#). Locate the title of the event you would like to copy and select “Copy” from the Actions drop-down menu. This will bring you to the submission form of the copied event where you can update the date, time and other details and submit for publication.

**Remember, only events that are added to the CUE are eligible to be featured on the ohio.edu front door!**

On-campus events that are added to the CUE also are publicized in daily “Today @ohiou” tweets from the @OHIO\_CUE Twitter account, Baker University Center digital displays, CATVision, and other venues.

Help is always available - visit [www.ohio.edu/calendar/help](http://www.ohio.edu/calendar/help) or send questions to [calendar@ohio.edu](mailto:calendar@ohio.edu)!

## Distributing news releases and pitching your stories to external media

### News release distributions

The Communication Services media relations team is available to collaborate with communicators in every college/unit to assist in the pitching and distribution of newsworthy items to external media. Such newsworthiness is most often determined via the following criteria:

- Inherent news value
- Potential for national and major regional coverage
- Alignment with OHIO's strategic priorities

### Submitting your news release

Stories for news release consideration should first be submitted to Dan Pittman ([pittmand@ohio.edu](mailto:pittmand@ohio.edu)) and Jim Sabin ([sabin@ohio.edu](mailto:sabin@ohio.edu)).

- A member of the media relations team will work with the college/unit to craft and/or edit the proposed release/story for grammar, length and clarity.
- A member of the media relations team will contact the college/unit directly in an effort to determine ideal media contacts and distribution timelines.

**NOTE:** It is necessary for all news releases to be reviewed by a member of the UCM media relations team in order to ensure appropriate coordination with the timing of other campus news releases, accuracy, appropriateness and use of a consistent editorial style.

The media relations team is also equipped to craft and distribute original, compelling news releases that are accompanied by photos, graphics and/or videos in an effort to best reach OHIO's key audiences through digital, print and broadcast media.

### Pitching your story to media

It is typical for any journalist to think critically about the value of a coverage opportunity before determining to further pursue a story. As such, topic timeliness, relevance and audience interest are very important to consider when crafting a news distribution or pitching strategy.

UCM's media relations team takes the necessary time to get to know stories, and a college/units' goals for media coverage and reach, before executing a pitching strategy. Even the most newsworthy stories require a targeted approach in order to maximize coverage. It is also important to be deliberate about the angle of a topic or story before pitching.

Some questions that their team regularly asks before pitching a story include:

- What is the "hook" of the story, and why would a journalist want to write about it (e.g. - what item is going to captivate journalists and readers, leaving them wanting to know more)?
- How does this item relate to the current news agenda (considering local, regional, state, national, international issues)?
- Why share this story now? And why to this particular group of publications/writers?

Part of this targeted approach includes the creation of a media list of journalists who might be interested in learning more about a particular topic. The media relations team utilizes numerous media monitoring tools, including social media, to gather journalist details, beats and their recent story coverage when crafting a media list — it is much easier to pitch to a real person, not their email address.

The team utilizes a combination of phone interactions, email and social media to connect with possible reporters. Such varying means of outreach are often dependent upon the size of a particular media list and the amount of available internal resources.

Even if a college or unit's story is not pitched in an exclusive manner, the media relations team is equipped to help share stories, and story ideas, with a wider media audience. Here are some additional examples of what might happen when a story or pitch idea is sent to the media relations team:

- An idea or project may be added within its annual pitch strategy or become part of a larger pitch.
  - Media relations will work with the college/unit to craft and/or edit the proposed release/story for grammar, length and clarity.
  - Media relations will contact the college/unit directly in an effort to determine ideal media contacts and distribution timelines.
- Depending on angle/content, the story/idea might be delivered to local, regional, state, national media, etc. in the form of a news release or media advisory.
  - Follow-up calls will be placed to engage with specific reporters who might be most likely to engage with the item being pitched.
- The story might be highlighted within [\*Compass\*](#)
  - If the story has not been written/covered, the media relations team will work to assign a *Compass* beat writer or student reporter.
  - If the story has already been written, they will work with the college/unit to edit the proposed release/story for grammar, length and clarity.
  - Media relations will contact the college/unit directly in an effort to determine ideal media contacts and distribution timelines.
- The story might be shared via all applicable social media outlets that are currently managed by UCM.

**NOTE:** If your college or unit distributes its own press releases through a seat in the University's Cision account, please notify a member of the media relations team before a release is distributed.

### **UCM'S media relations team is here to help**

Are you ready to share your college or unit story with a wider external audience? Please contact Dan Pittman (740.597.1793 or [pittmand@ohio.edu](mailto:pittmand@ohio.edu)) or Jim Sabin (740.593.0858 or [sabin@ohio.edu](mailto:sabin@ohio.edu)) for guidance and next steps.

## About *OHIO Employee News*

The *OHIO Employee News (OEN)* email newsletter provides need-to-know information to Ohio University faculty and staff. *OEN* is produced by the Communication Services team within University Communications and Marketing and features *Compass* website content especially relevant to faculty and staff. Delivered weekly, *OEN* is the primary communication tool to reach University employees.

Distributed by 8 a.m. every Monday morning, *OEN* delivers vital information to:

- Athens Campus faculty
- Athens Campus staff (administrative, classified and bargaining unit employees)
- Regional Higher Education faculty and staff
- Board of Trustees

Content for *OEN* should be:

- Critical, “need-to-know” information that applies to a majority of faculty and staff on all campuses
- Timely
- Tailored to the audience and concisely written (no more than 500 words recommended)

Examples of *OEN* topics include:

- Updates from Human Resources regarding benefits and other time-sensitive information
- Major University deadlines for faculty and staff
- Policy and procedure changes
- Personnel change information of executive staff, deans, directors and department heads
- News regarding University-wide strategic initiatives
- Communications from the President and executive staff
- Parking, construction and other campus-related updates

### Guidelines for Submitting Content

- Stories should be submitted **no later than noon on Fridays** during the academic year.
- Communicators are encouraged to submit stories using UCM’s *Compass/OEN* story budget on Teamwork by adding the story headline on the day it should be included in the newsletter; stories can also be submitted to George Mauzy, communications specialist and editor of *Compass* and *OEN*, at [mauzy@ohio.edu](mailto:mauzy@ohio.edu) before noon on Fridays.
- Stories submitted in Word format to be posted to *Compass* by UCM must be in final form, proofread and approved by appropriate unit heads (See *Compass* story submission guidelines for detailed information).
- UCM reserves the right to edit stories for grammar/usage/punctuation, University style and brand guidelines and clarity. UCM staff will work with submitters when necessary to edit content.
- Stories not included in *OEN* will be included in the *Compass* email newsletter during the same week; UCM staff and *OEN* and *Compass* editors will work with content submitters to ensure their communication is included in the appropriate newsletter.

## About *Compass*

*Compass* is the official news and information source for Ohio University. Its goals are twofold:

- To inform the University community of relevant issues, events and activities that enhance job performance and/or academic achievement
- To improve the University's prominence and reputation with internal and external audiences

*Compass* news is published every weekday at [www.ohio.edu/compass](http://www.ohio.edu/compass). Links to *Compass* articles also are emailed to discrete audiences every Thursday.

Who reads *Compass* online?

- Faculty, present and emeriti
- Staff
- Students
- Parents
- Trustees
- Alumni,
- Donors - past, present, and potential
- Prospective students and employees

Who gets *Compass* emails?

- Faculty, present and emeriti
- Staff
- Students
- Parents
- Trustees
- Alumni

## Deadlines for *Compass* emails

*Compass* emails are sent every Thursday. Because of the number of addresses involved, emails are staggered to avoid clogging University servers. The deadline to submit content for inclusion in *Compass* emails is 5 p.m. on Wednesdays.

Copy to be included in *Compass* emails must be final: Proofread for grammar and style and reviewed and approved by appropriate unit heads/sources. Copy submitted after deadline may be included in emails only if Communication Services staff has time to format and publish it.

## How to get a story into *Compass*

There are six steps in the *Compass* submission process:

- Determine if *Compass* is the right place for your story.
- Draft the story.
- Add depth with images, links, video and sidebars.
- Proofread and fact-check.
- Obtain reviews and approvals.
- Submit final content to *Compass*.

### **Step 1. Determine if *Compass* is the right place for your story.**

As with any news outlet, *Compass* publishes stories that are:

- Timely. “News” is, by definition, something new or different. A good rule of thumb is to search out stories that have a "first, best, only" aspect to them. This means that they highlight something that OHIO is either the first to do, the best to do, or the only university to do.
- Interesting to a wide audience. The story should have “need-to-know” information for the larger campus community or the story should highlight achievement or strengths of Ohio University.

Like a newspaper, *Compass* divides its content into sections. News briefs and features are divided into three primary sections:

- News from OHIO’s campuses: Stories of broad interest to employees, students, parents and alumni
- Faculty and Staff: News and information pertinent primarily to OHIO employees
- Students: Stories about or of interest to students

The Research and Innovation, Alumni and Friends, Athletics, and Arts sections are maintained by Research Communications, University Advancement, the Athletics Department, and the College of Fine Arts, respectively. Announcements of events and professional achievements are listed under Announcements and Accolades. The Event Calendar is populated with events pulled from the Calendar of University Events.

Check the chart on the next page to see if your story is right for *Compass* and, if it is, where it should appear.

Story	Category	Word Count	Note
School- or department-specific event or news	n/a	n/a	Not a <i>Compass</i> story. Post these items on your school or department website.
Alumni activity	n/a		Not a <i>Compass</i> story. Call <i>Ohio Today</i> , the alumni association magazine.
Appointments below the level of dean, director or department head	Announcements	100-300	Submit announcement at <a href="http://www.ohio.edu/compass/submit-announcement.cfm">www.ohio.edu/compass/submit-announcement.cfm</a> .
Appointments of dean, director or department head	Campus News		Consult with appropriate executive (President, Provost, VPFA) about reporting news before contacting UCM.
Announcement of event, deadline or other time-sensitive information	Announcements	100-300	Events must be open to the public. Submit an announcement at <a href="http://www.ohio.edu/compass/submit-announcement.cfm">www.ohio.edu/compass/submit-announcement.cfm</a> and with the Calendar of University Events at <a href="http://calendar.ohio.edu">calendar.ohio.edu</a> .
Professional recognition of faculty, staff or students	Accolades	200-325	Submit an accolade at <a href="http://www.ohio.edu/compass/submit-achieve.cfm">www.ohio.edu/compass/submit-achieve.cfm</a> .
Description of event or activity	Campus News	200-325	Must run one to two weeks before or one week after event, or before registration deadlines if applicable
Feature	Varies	450-600	Contact <i>Compass</i> Editor George Mauzy at <a href="mailto:mauzy@ohio.edu">mauzy@ohio.edu</a> .

## Step 2. Draft the content.

Because *Compass* is an electronic publication, writing for it is different from writing for a print newspaper or magazine. Keep these tips in mind as you're writing:

- Be brief. Keep stories under 600 words, if possible.
- Write tight. Be economical with your words.
- Short is good. Paragraphs around 100 words are best.
- Divide it up. Add headers in stories over 300 words; use bullets as appropriate.
- Be direct. Titles and headers should be straightforward.

## Step 3. Add depth to your story.

Give your story extra punch with photographs, multimedia, links and sidebars.

### Images and multimedia

*Compass* feature images should be of high quality. Unfocused, poorly lit or badly composed photographs are worse than no photographs at all. If your unit doesn't have a photographer, campus communicators can [request photography services](#) through UCM using our online form. Please request photography services at least two weeks before the event or activity. Photography is scheduled on a first-come, first-served basis, so the earlier you request, the better. All photographs should include a photographer credit and a caption.

Image Type	Where It Appears	Size in pixels (72 dpi)	Note
Story Image	To the left of <i>Compass</i> story	255 w x ≤ 200 h	Up to three images per story
Headshots	To the left of <i>Compass</i> story	192x125	Included in three-image limit
Video	At the top of <i>Compass</i> story	435x268	Check with Marketing Services or provide URL
Feature Image	News section featured image at <a href="http://ohio.edu/compass">ohio.edu/compass</a>	100 w x 100 h	Check with Communication Services
Front Door	OHIO News section on <a href="http://ohio.edu">ohio.edu</a>	800 w x 540 h	Check with Communication Services

## Links

Links to additional content — department or program websites, for example — help readers learn more about a topic without adding to word count. However, too many links within a story can be distracting and counterproductive; do you really want to send your reader away from your story? So use links within stories carefully and sparingly.

You may include up to three links to other pages under the Related Links header in the right-hand column.

No matter where they appear, links should be relevant to the story and provide readers with additional information on subject matter. Whenever possible, links to the Ohio University website are encouraged. Please do not embed links in your story! This formatting is lost when the file is converted for posting on *Compass*. Insert the actual URL in brackets by the text you want to link and highlight the link text, e.g.:

**Click here** [http://www.ohio.edu/compass] for current OHIO news.

## Sidebars

Up to three sidebars can be included with each story. Sidebars should provide insights on subjects related to story content. Suggested length is 100 to 300 words.

## Step 4. Proofread and fact check your story.

Always review your work! Go back and do these three things:

- Edit so the story reads smoothly, flows well, and has an active lead
- Make sure the story uses proper grammar and punctuation and adheres to AP and University style
- Check the facts for accuracy

## Step 5. Obtain reviews and approvals.

Before sending your story to *Compass*, send it to the department/unit communicator, sources and/or department/unit head for review and approval. UCM will seek additional approvals if necessary.

## Step 6. Submit to *Compass*

Contact George Mauzy, [mauzy@ohio.edu](mailto:mauzy@ohio.edu), about learning to use the University's content management system so that you can:

- Register existing OHIO Web pages so they are displayed within *Compass*
- Post your own content directly to *Compass*

If you have not been authorized or trained in using the University's content management system, email your story as a Microsoft Word attachment to your UCM contact. Include any images (with captions and credits) and/or URLs for links and videos. UCM reserves the right to edit submissions for AP and University style, seek further reviews and approvals, and/or hold or return a story for further editing to ensure accuracy and readability.

## How to register a URL to *Compass*

Registering a URL will allow the page title to appear on *Compass* as a headline; clicking on the story link takes readers to the existing page. This is a fast and easy way to use your own news pages to post articles to *Compass*.

If you do not have authorization to register URLs yourself, you can send the URL to Communication Services and request that it be registered.

- Open an internet browser.
- Go to <http://author.oit.ohio.edu/secure.cfm> and login with your OHIO ID and password.

By using this service you agree to adhere to [Ohio University computing policies and guidelines](#). Please type your Ohio ID and password and click the "Login" button to continue.

**To logout securely and completely, you must close your browser window when you are finished.**

### Authentication Required

Ohio ID:

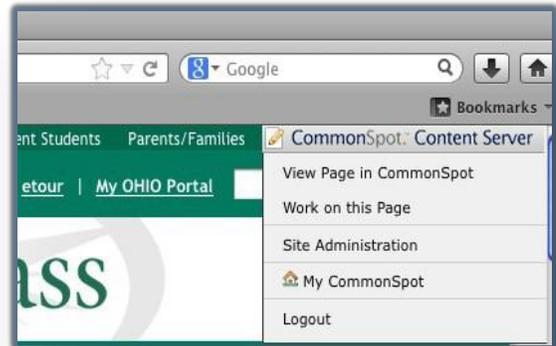
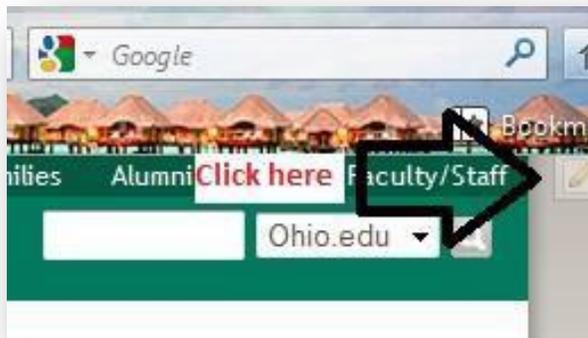
Ohio Password:

**Trouble logging in?** A valid Ohio ID and password are required to use this service. The password must have been changed since October 1, 2007. You may change your password [online](#). For help, contact the Service Desk at 740.593.1222 or [servicedesk@ohio.edu](mailto:servicedesk@ohio.edu)

- After logging in, type [author.oit.ohio.edu/compass](http://author.oit.ohio.edu/compass) as the URL. The page should look like this:



- In the upper right corner, you'll see a yellow pencil on a gray square. Click on it. A drop-down menu will appear. Select "View Page in CommonSpot."



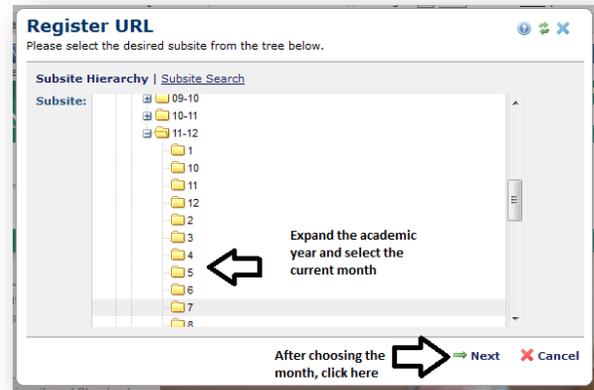
The page will refresh and a toolbar will appear. It should look like this.



- Click "New," then "Registered URL."

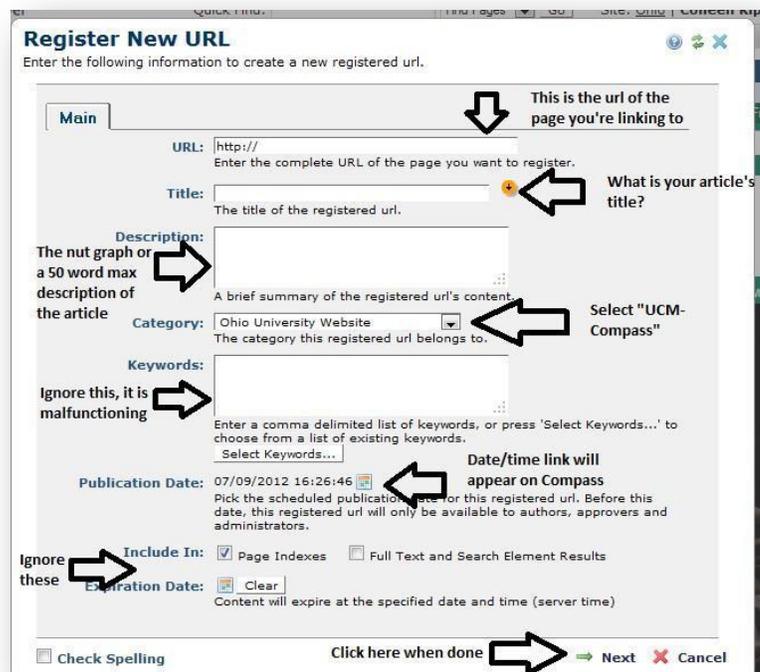


- In the Register URL box:
  - Click the "+" sign next to "Compass,"
  - then the "+" sign next to "Stories,"
  - then the "+" sign next to the current Fiscal Year (e.g., 17-18),
  - then the yellow folder of current month (1 = January, 12 = December),
  - then click "Next."



- The "Register New URL" window will open. Enter the following in the blanks.

- **URL:** Enter the URL of the page you want to register.
- **Title:** Enter the page title. This will become the Compass headline for your page, so it is recommended that your headline not exceed 5-8 words.
- **Description:** Enter a brief (50 words or less), well-written summary that makes people want to read more. If the story is about an event, be sure to include dates and locations.
- **Category:** Select UCM – Compass from the dropdown menu.
- **Keywords:** Leave blank.
- **Publication Date:** If the story should go live on the current date, leave this alone. If the story should go live on a future date, click the calendar icon and select the desired date, then set the time to 08:00:00.
- **Include in:** Leave Page Indexes box checked.
- **Expiration:** Leave alone. Compass content does not expire.



Click "Next."

- The "Custom Properties" pop-up will appear. Click the "Compass Categorization" tab. Enter the following information in the blanks:

- **Routing Categories:** These are the internal websites that will include your article in their newsfeed. Most commonly used categories are "Current Students" and "Faculty/Staff." Please consult with your Communication Services point of contact with questions regarding routing categories.
- **News Brief:** Check "No."
- **Front Door:** Do you want this story to appear in the "News" section of the University's front door (ohio.edu)? Contact your Communication Services point of contact for approval.
- **Front Door Image:** If your story is approved to be the "News" top story, you must upload an image that is 800 pixels wide by 540 pixels high.
- **Slideshow Image:** Upload a photo if this story is to be featured in the Top Stories slideshow at the top of the Compass home page. Photos should be 615 pixels wide by 415 pixels high. Follow the same procedure as for "Front Door Image," choosing "Compass Slideshow" from the Category menu. UCM's Internal Communications Team maintains control over this area, so notify your UCM point of contact if you are interested in having something featured in this area.
- **Compass Feature Image:** Upload a photo if this story is to be featured in a news section of the Compass front door (e.g., Campuses, Faculty & Staff, etc.). Photos should be 100 pixels wide by 100 pixels high. Follow the same procedure as for "Front Door Image," choosing "Compass feature image" from the Category menu. The Communication Services team maintains control over these areas, so notify your UCM point of contact if you are interested in having something featured in these areas.
- **Specialization:** Click "Top Story" if the story is to be part of the Compass slideshow or "Featured" if it is to be the main story under a Compass section. Otherwise, check "None."
- **Categories:** This determines which sections your story will appear in on Compass. Check "Headlines" and ONE other box. When in doubt, choose "Campuses."
- **Marketing Topics:** Leave alone.

**Custom Properties**  
Please provide the following information.

[Restore](#) metadata values from template.

**Style Options** | **Compass Categorization**

**Routing Categories:**

<input type="checkbox"/> Media	<input type="checkbox"/> Trustees	<input type="checkbox"/> President	<input type="checkbox"/> Provost
<input type="checkbox"/> Commencement	<input type="checkbox"/> Admissions	<input type="checkbox"/> Parents	<input type="checkbox"/> Faculty/Staff
<input type="checkbox"/> Current Students	<input type="checkbox"/> Distance Learning	<input type="checkbox"/> Brand Standards	<input type="checkbox"/> Highlighting the Green
<input type="checkbox"/> Presidents Report	<input type="checkbox"/> Campaign and Giving	<input type="checkbox"/> Founder's Day	<input type="checkbox"/> Appalachia Rising
<input type="checkbox"/> Q2S			

**News Brief:**  No  Yes

**Front Door:**  No  Featured  Not Featured

**Front Door Image:**

If front door featured, supply a photo here. Dimensions must be 180px wide by 100 pixels high to ensure proper display.

**Slideshow Image:**

The image that will appear on the Compass front page if the specialization is Top Story

**Compass Feature Image:**

If page is to be FEATURED on the Compass home page, upload the image here.

Click "Save."

Refresh Compass in your browser, and your link should be on the Compass website.

## How to post to *Compass* using CommonSpot

- You must obtain authorization from UCM and OIT to upload content to *Compass*. To get started, contact your Communication Services point of contact. Open an internet browser.
- Go to <http://author.oit.ohio.edu/secure.cfm> and login with your OHIO ID and password.

**Authentication Required**

By using this service you agree to adhere to [Ohio University computing policies and guidelines](#). Please type your Ohio ID and password and click the "Login" button to continue.

**To logout securely and completely, you must close your browser window when you are finished.**

**Trouble logging in?** A valid Ohio ID and password are required to use this service. The password must have been changed since October 1, 2007. You may change your password [online](#). For help, contact the Service Desk at 740.593.1222 or [servicedesk@ohio.edu](mailto: servicedesk@ohio.edu)

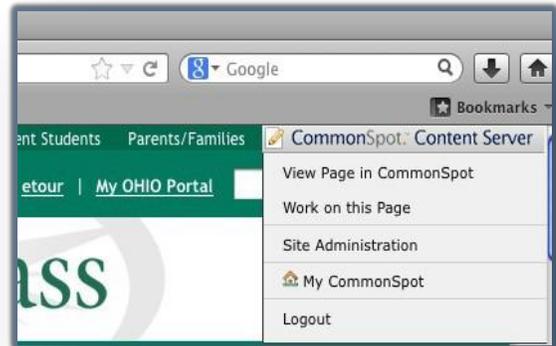
Ohio ID:

Ohio Password:

- After logging in, type [author.oit.ohio.edu/compass](http://author.oit.ohio.edu/compass) as the URL. The page should look like this:



- In the upper right corner, you'll see a yellow pencil on a gray square. Click on it. A drop-down menu will appear. Select "View Page in CommonSpot."



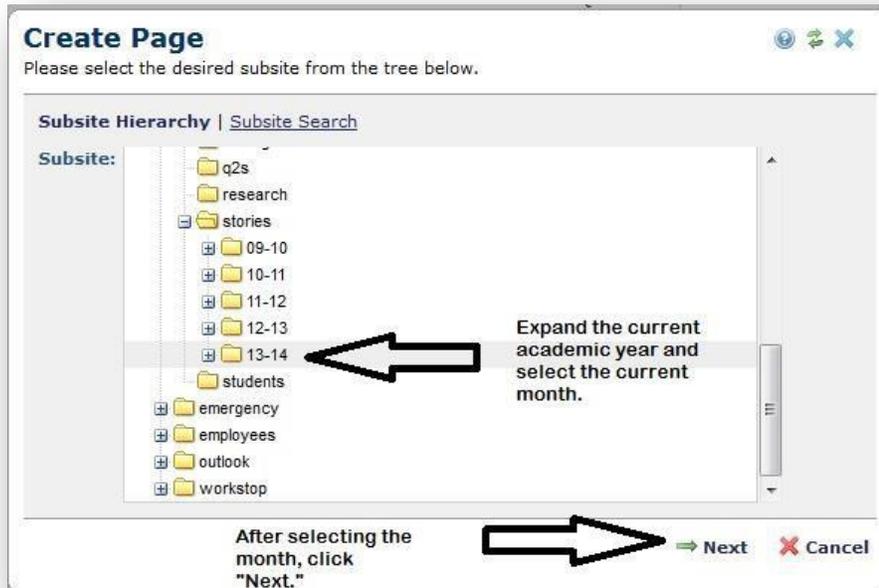
The page will refresh and a toolbar will appear. It should look like this.



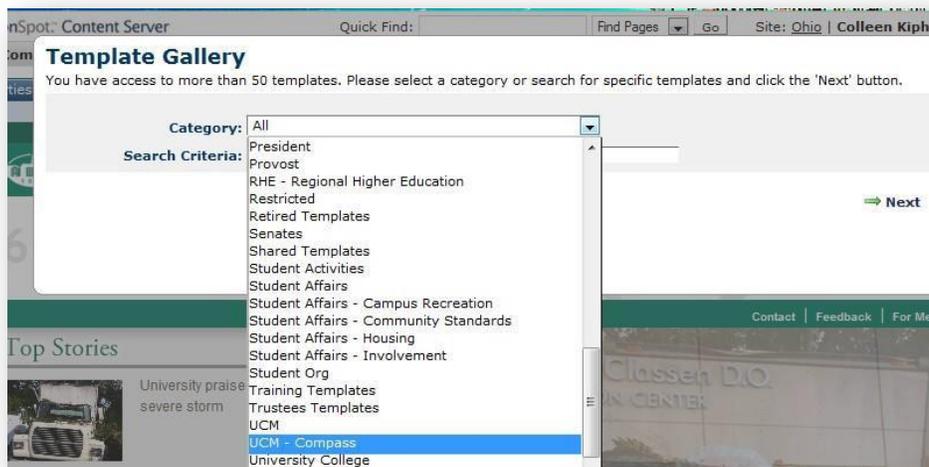
- Click "New," then "Page."



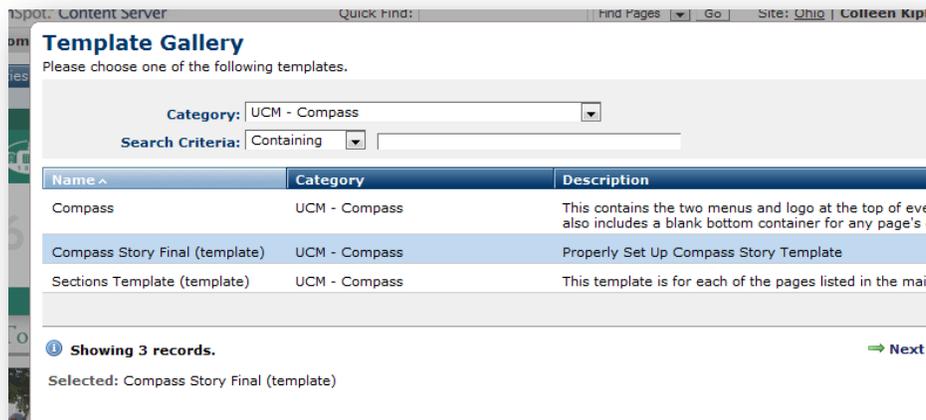
- In the Create Page box:
  - Click the "+" sign next to "Compass,"
  - then the "+" sign next to "Stories,"
  - then the correct folder for current fiscal year,
  - then the yellow folder of current month (1 = January, 12 = December),
  - then click "Next."



- In the Template Gallery box:
  - click "Category"
  - then scroll down through the list to click "UCM Compass,"
  - then click "Next."



- The Template Gallery will expand. Choose “Compass Story Final (template).” Click "Next."



The pop-up will now say "Create New Page."



- Enter the following information in the blanks:
  - **Name:** Enter the document name (keyword-keyword); e.g. “Nellis-Ghana.” This will become part of the URL for the story (e.g., ohio.edu/compass/stories/12-13/5/Nellis-Ghana.cfm).
  - **Title:** Enter the headline as you want it to appear with the story in *Compass*. Please keep headlines as short and concise as possible (no more than 5-8 words).
  - **Title Bar Caption:** Enter a short reference to the story subject. (You could repeat the

headline.) This is what appears on the tab on your browser.

- **Description:** Enter a brief (50 words or less), well-written summary that makes people want to read more. If the story is about an event, be sure to include dates and locations. This feature is also included for accessibility purposes.
  - **Category:** Select UCM – Compass from the dropdown menu.
  - **Keywords:** Leave blank.
  - **Publication Date:** If the story should go live on the current date, leave this alone. If the story should go live on a future date, click the calendar icon and select the desired date, then set the time to 08:00:00.
  - **Confidentiality:** Ignore (default settings are fine).
  - **Include in:** Leave Page Indexes box checked.
  - **Expiration:** Leave alone. Compass content does not expire.
  - Click “Next.”
- The "Custom Properties" pop-up will appear. Click the "Compass Categorization" tab. Enter the following information in the blanks:

- **Routing Categories:** These are the internal websites that will include your article in their newsfeed. Most commonly used categories are “Current Students” and “Faculty/Staff.” Please consult with your Communication Services point of contact with questions regarding routing categories.
- **News Briefs:** Check “No.”
- **Front Door:** Do you want this story to appear in the "News" section of the University's front door (ohio.edu)? Contact your UCM Internal Communications point of contact for approval.
- **Front Door Image:** If your story is approved to be the “News” top story, the image must be 800 pixels wide by 540 pixels high.

**Custom Properties**  
Please provide the following information.

[Restore](#) metadata values from template.

**Style Options** | **Compass Categorization**

**Routing Categories:**

<input type="checkbox"/> Media	<input type="checkbox"/> Trustees	<input type="checkbox"/> President	<input type="checkbox"/> Provost
<input type="checkbox"/> Commencement	<input type="checkbox"/> Admissions	<input type="checkbox"/> Parents	<input type="checkbox"/> Faculty/Staff
<input type="checkbox"/> Current Students	<input type="checkbox"/> Distance Learning	<input type="checkbox"/> Brand Standards	<input type="checkbox"/> Highlighting the Green
<input type="checkbox"/> Presidents Report	<input type="checkbox"/> Campaign and Giving	<input type="checkbox"/> Founder's Day	<input type="checkbox"/> Appalachia Rising
<input type="checkbox"/> Q25			

**News Brief:**  No  Yes

**Front Door:**  No  Featured  Not Featured

**Front Door Image:**    
If front door featured, supply a photo here. Dimensions must be 180px wide by 100 pixels high to ensure proper display.

**Slideshow Image:**    
The image that will appear on the Compass front page if the specialization is Top Story

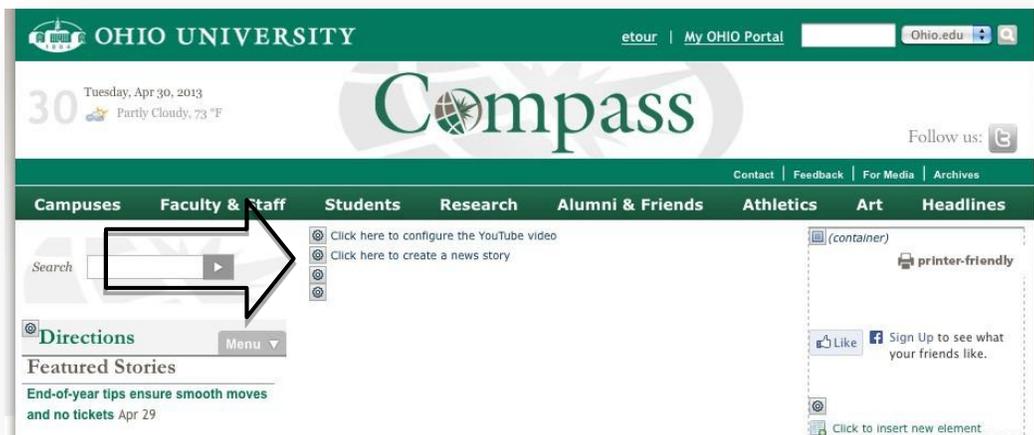
**Compass Feature Image:**    
If page is to be FEATURED on the Compass home page, upload the image here.

← Prev Save Cancel

- **Slideshow Image:** Upload a photo if this story is to be featured in the Top Stories slideshow at the top of the *Compass* home page. Photos should be 615 pixels wide by 415 pixels high. Follow the same procedure as for “Front Door Image,” choosing “Compass Slideshow” from the Category menu. The Communication Services team maintains control over this area, so notify your UCM point of contact if you are interested in having something featured in this area.
- **Compass Feature Image:** Upload a photo if this story is to be featured in a news section of the Compass front door (e.g., Campuses, Faculty & Staff, etc.). Photos should be 100 pixels wide by 100 pixels high. Follow the same procedure as for “Front Door Image,” choosing “Compass feature image” from the Category menu. The Communication Services team maintains control over these areas, so notify your UCM point of contact if you are interested in having something featured in these areas.
- **Specialization:** Click “Top Story” if the story is to be part of the *Compass* slideshow or “Featured” if it is to be the main story under a *Compass* section. Otherwise, check “None.”
- **Categories:** This determines which sections your story will appear in on *Compass*. Check “Headlines” and ONE other box. When in doubt, choose “Campuses.”
- **Marketing Topics:** Leave alone.

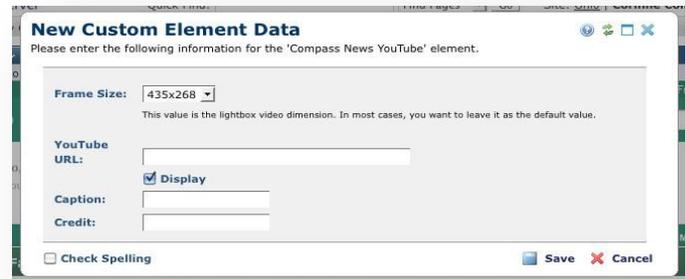
Click “Save.”

- You're now looking at your page. In the center column (where the body of the article will be) to the left side are four gray gear icons. You'll use **the top two icons** to populate the body of the article.



## First Gear: For Uploading a Video

- Click on the top gray gear icon, labeled “Click here to configure the YouTube video.” A pop-up window will appear.
  - **Frame Size:** Leave as is.
  - **YouTube URL:** Type in or copy-and-paste (safest) the URL of the video you are embedding.
  - **Caption:** Add a caption for the video, if desired.
  - **Credit:** Add the name of the person or organization that created the video.



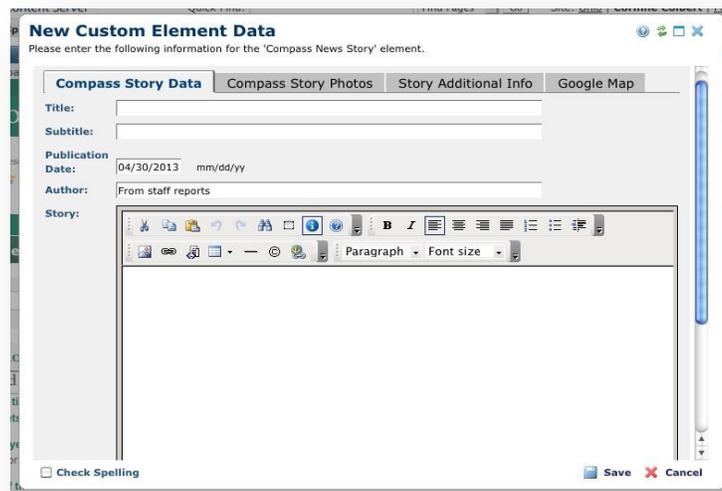
Click "Save."

## Second Gear: For Uploading Editorial Content

- Click on the second gear icon labeled “Click here to insert a news story.” A pop-up will appear.

### Adding copy

- **Title:** This will be populated automatically from the title information you entered earlier.
- **Subtitle:** Enter a subtitle, if desired.
- **Publication Date:** This is automatically set to the current date. If you selected a future date for publication, enter that date here.
- **Author:** The default setting is “From staff reports.” If the story should have a byline, type By followed by the author’s name (no colon).
- **Story:** Save your Word file as plain text (.txt), then open it using Notepad. Copy the text and paste it from there, or use the “Paste from Word” toolbox button. If your story paragraphs run together, add a line return before each new paragraph. You may format text with bold, italic, bullets or numbers. Be sure that the body of your article is in "Paragraph" formatting, not "Normal." Use the Link icon to embed links (see “Step 3: Add depth to your story” in “How to get your story into *Compass*”).



*Note:* Do not click “Save” until you have finished adding ALL content (story, photos, additional info and maps). If you do happen to click “Save,” you can get back to your story by clicking on the yellow “+” sign that will appear, then clicking “Data.”

## Adding photos

Click the second tab labeled "Compass Story Photos." Up to three images can be used. Before uploading, size them to 255 pixels wide. Height is variable, but 200 pixels or less is best. Headshots should be sized at 192 pixels wide by 125 pixels high.

- **Main Image:** This is the image at the center of the column, below the title, but above the body of the article. This space is used only for banners (435 px wide).
- **Image One:** Click “Select Image,” choose “New,” then click “Browse” to navigate to where your photograph is stored. Click on the picture file name, then click “Open.” In the “Description” field, enter a brief description of the photo; this is what will appear if the user’s browser cannot display the image. In the “Category” menu, select “Compass inside story” or “Compass headshot,” whichever applies. Click “Save,” then click “Save” again. Your image will appear in the Compass Story Photos box.
- **Caption:** Enter a caption for the image. Captions are limited to 255 *characters* (not words), including spaces.
- **Credit Type:** Choose “Photographer” or “Illustration by” if you know who created the image. If the image is a stock image or otherwise has no credit, choose “Photo courtesy of” or “Graphic courtesy of.”
- **Credit:** Enter the name of the photographer, illustrator or source of the image.

The screenshot shows a window titled "New Custom Element Data" with four tabs: "Compass Story Data", "Compass Story Photos", "Story Additional Info", and "Google Map". The "Compass Story Photos" tab is selected. The form contains the following elements:

- Main Image:** A "Select Image..." button and a "Clear" button. Below it, a note says "Image should be 435px wide".
- Top Image:** A "Select Image..." button and a "Clear" button. Below it is a large empty text area for the caption.
- Image One:** A "Select Image..." button and a "Clear" button. Below it is a text field for the caption and a dropdown menu for "Credit Type One".
- Image Two:** A "Select Image..." button and a "Clear" button. Below it is a text field for the caption and a dropdown menu for "Credit Type Two".
- Image Three:** A "Select Image..." button and a "Clear" button. Below it is a text field for the caption and a dropdown menu for "Credit Type Three".

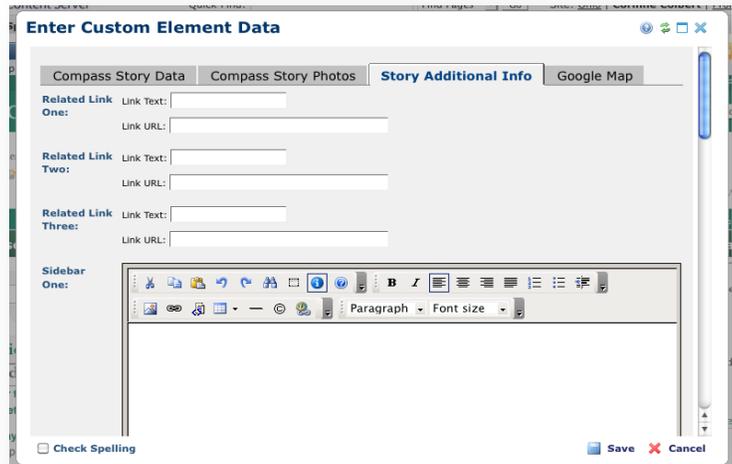
At the bottom of the dialog, there is a "Check Spelling" checkbox and "Save" and "Cancel" buttons.

Repeat for each additional image. If you decide not to use an image, click the “Clear” button next to it to delete it. (Be sure to erase or adjust the caption and credits accordingly.)

## Add Related Links and Sidebars

You may add up to three Related Links and up to three sidebars. These will appear in the right-hand column next to the story. Sidebars appear before Related Links. See “[Step 3: Add depth to your story](#)” for details on choosing Related Links and the length of sidebars.

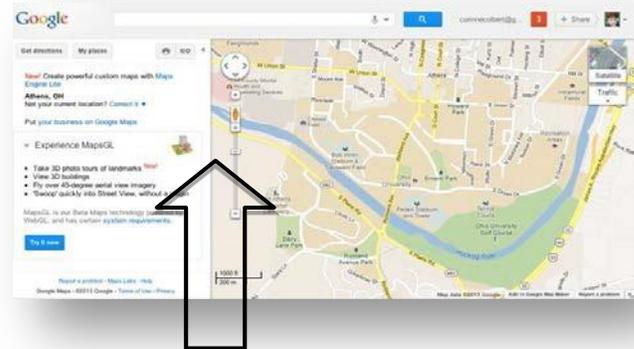
- Click the third tab labeled "Story Additional Info."
  - **Link Text:** Enter the name of the website or Web page you are linking to.
  - **Link URL:** Enter the URL for the link. Be sure to include http:// or the link will not work.
  - **Sidebar One:** Like the body of the article, sidebars must also be stripped of formatting prior to being pasted into the Sidebar sections. Save your Word file as plain text (.txt), open it using Notepad, then copy and paste into the Sidebar box, or copy and paste using the “Paste from Word” toolbox button. Sidebar titles should be formatted as "Header 4." Repeat for each additional sidebar.



## Add a map

If your story refers to a location—say, you need to direct readers to a particular building or to a particular street—you can embed a Google Map with your story.

- In CommonSpot, click on the tab labeled “Google Map.”
- In Google Maps, adjust the view of your map so that the area you want to show is centered in the window. Click on the link for “share,” then click “embed” to get a usable URL.
- Return to CommonSpot. Paste the Google Maps code into the box labeled “Google Map Embed Code.”

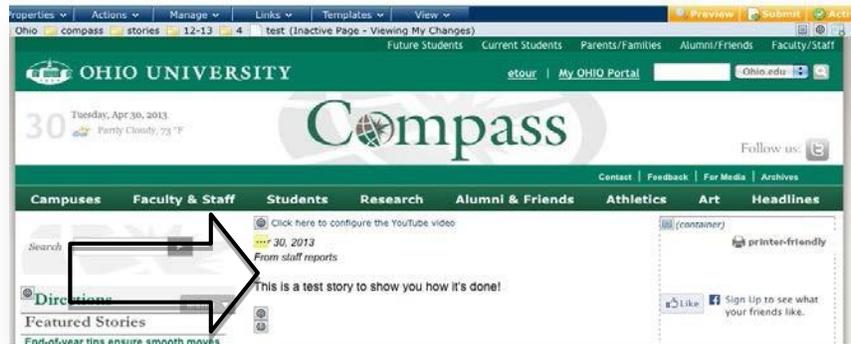


Click “Save.”

- When you have uploaded all copy, images, links and sidebars, click “Save.”

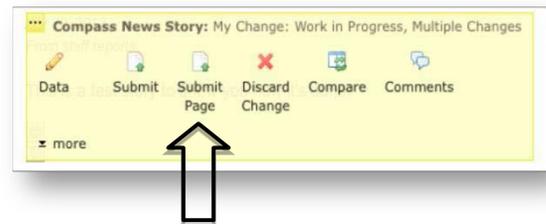
**You will be able to see your story, but not the headline, photographs, related links or sidebars.**

**This is normal!** Look over the story to make sure everything looks the way it should (spaces between paragraphs, no weird characters, etc.).



If you need to change something, click on the yellow “+” or “...” that will appear at the top of your story box, then click “Data.”

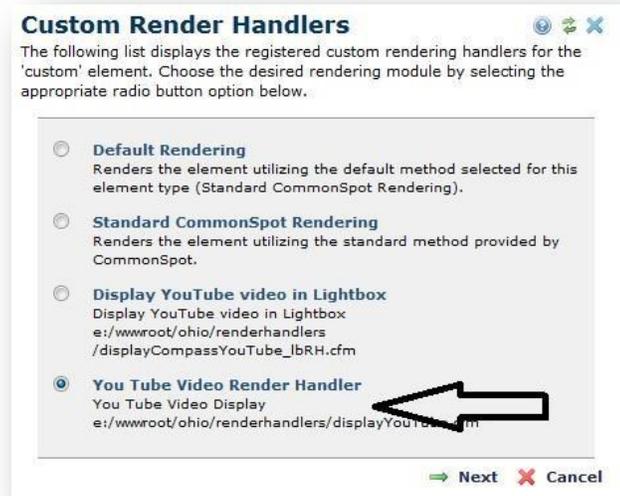
- **IF YOUR STORY DOES NOT HAVE A VIDEO:** When you are ready for the story to be published, click on the yellow “+” at the top of your story. Then click “Submit Page.”



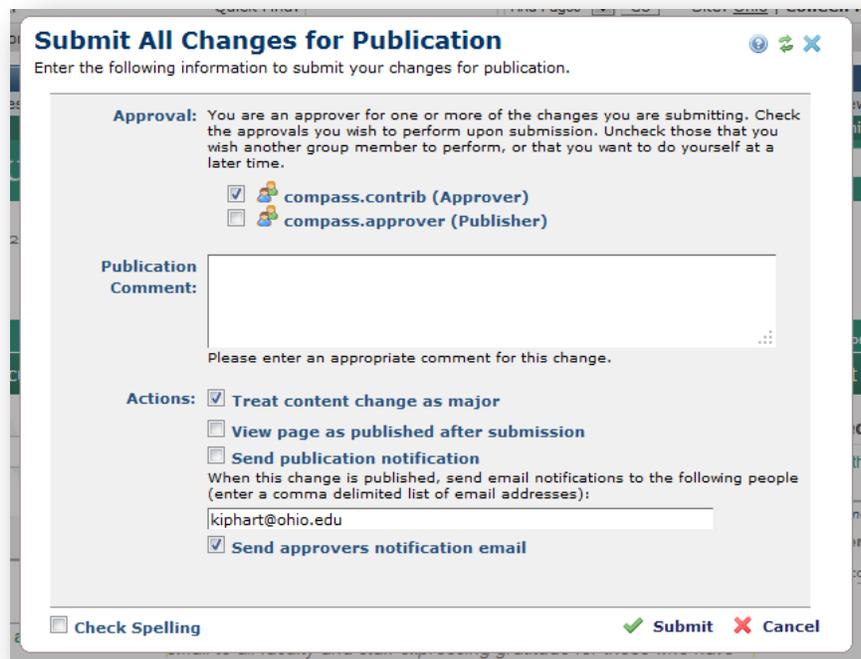
- **IF YOUR STORY DOES HAVE A VIDEO:** When you are ready for the story to be published, click on the yellow “+” at the top of your story. A drop-down menu will appear. If you uploaded a video, click on “More” located below “Data.” Check “Custom Render Handlers.”



- Select “YouTube Video Render Handler.” Select “Next.”



- The pop-up should disappear. Click back on the yellow “+” at the top of your story. Then click “Submit Page.” A pop-up will appear that says “Submit All Changes for Publication.” Uncheck “compass.approver (Publisher)” and check “Send approvers notification e-mail.” Your pop-up should look like this (except with a different e-mail in the bottom box). This will send an e-mail to *Compass* editors notifying them that a story is ready for publication.

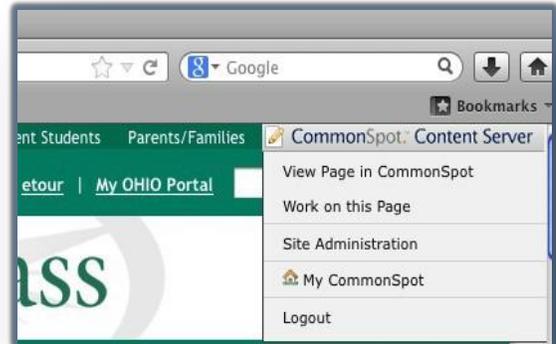
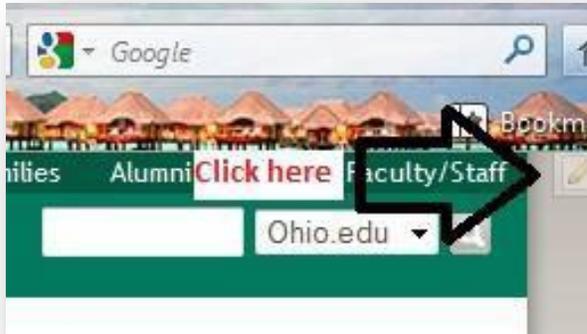


- Watch for your story to appear on *Compass*!

## How to post a photo essay to *Compass* using CommonSpot

Photo essays in *Compass* can include up to 10 photos. The photos should be sized 615 pixels wide by 415 pixels high, and you should have a caption written for each photo. Start by logging in to CommonSpot.

- In the upper right corner, you'll see a yellow pencil on a gray square. Click on it. A drop-down menu will appear. Select "View Page in CommonSpot."



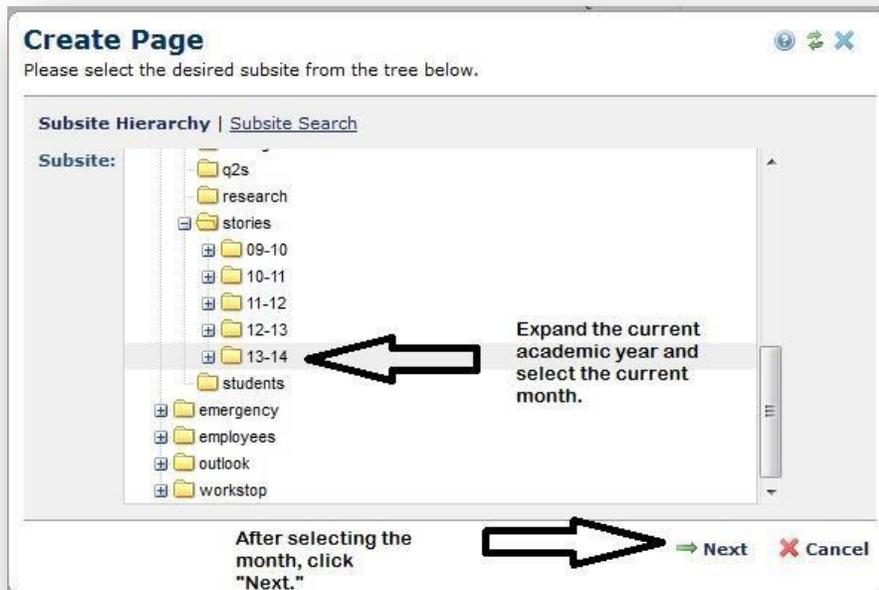
The page will refresh and a toolbar will appear. It should look like this.



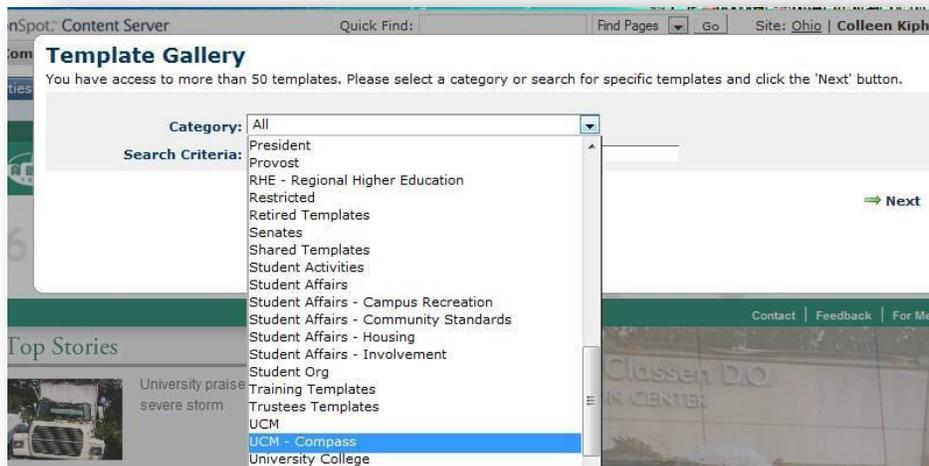
- Click "New," then "Page."



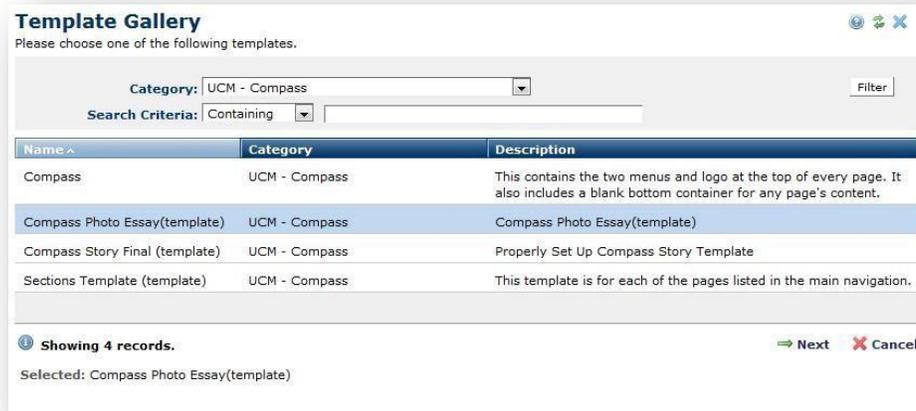
- In the Create Page box:
  - Click the "+" sign next to "Compass,"
  - then the "+" sign next to "Stories,"
  - then select the current fiscal year,
  - then the yellow folder of current month (1 = January, 12 = December),
  - then click "Next."



- In the Template Gallery box:
  - click "Category,"
  - then scroll down through the list to click "UCM Compass,"
  - then click "Next."



- The Template Gallery will expand. Choose “Compass Photo Essay (template).” Click "Next."



The pop-up will now say "Create New Page."

- Enter the following information in the blanks:
  - **Name:** Enter the document name (keyword-keyword); e.g. “McDavis-Ghana.” This will become part of the URL for the story (e.g., ohio.edu/compass/stories/12-13/5/McDavis-

Ghana.cfm).

- **Title:** Enter the headline as you want it to appear with the story in Compass.
  - **Title Bar Caption:** Enter a short reference to the story subject. (You could repeat the headline.) This is what appears on the tab on your browser.
  - **Description:** Enter a brief (50 words or less), well-written summary that makes people want to read more. If the story is about an event, be sure to include dates and locations.
  - **Category:** Select UCM – Compass from the dropdown menu.
  - **Keywords:** Leave blank.
  - **Publication Date:** If the story should go live on the current date, leave this alone. If the story should go live on a future date, click the calendar icon and select the desired date, then set the time to 08:00:00.
  - **Confidentiality:** Ignore (default settings are fine).
  - **Include in:** Leave Page Indexes box checked.
  - **Expiration:** Leave alone. Compass content does not expire.
  - Click “Next.”
- The "Custom Properties" pop-up will appear. Click the "Compass Categorization" tab. Enter the following information in the blanks:

- **Routing Categories:** These are the internal websites that will include your article in their newsfeed. Check all that apply.
- **News Briefs:** Check “No.”
- **Front Door:** Do you want this story to appear in the "News" section of the University's front door (ohio.edu)? Contact your UCM Internal Communications point of contact for approval.
- **Front Door Image:** If your story is approved to be the “News” top story, the image must be 800 pixels wide by 540 pixels high.

**Custom Properties**  
Please provide the following information.

[Restore](#) metadata values from template.

**Style Options** | **Compass Categorization**

**Routing Categories:**

<input type="checkbox"/> Media	<input type="checkbox"/> Trustees	<input type="checkbox"/> Parents	<input type="checkbox"/> Provost
<input type="checkbox"/> Commencement	<input type="checkbox"/> Admissions	<input type="checkbox"/> Faculty/Staff	<input type="checkbox"/> Highlighting the Green
<input type="checkbox"/> Current Students	<input type="checkbox"/> Distance Learning	<input type="checkbox"/> Brand Standards	<input type="checkbox"/> Appalachia Rising
<input type="checkbox"/> Presidents Report	<input type="checkbox"/> Campaign and Giving	<input type="checkbox"/> Founder's Day	
<input type="checkbox"/> Q2S			

**News Brief:**  No  Yes

**Front Door:**  No  Featured  Not Featured

**Front Door Image:**

If front door featured, supply a photo here. Dimensions must be 180px wide by 100 pixels high to ensure proper display.

**Slideshow Image:**

The image that will appear on the Compass front page if the specialization is Top Story

**Compass Feature Image:**

If page is to be FEATURED on the Compass home page, upload the image here.

- **Slideshow Image:** Upload a photo if this story is to be featured in the Top Stories slideshow at the top of the Compass home page. Photos should be 615 pixels wide by 415 pixels high. Follow the same procedure as for “Front Door Image,” choosing “Compass Slideshow” from the Category menu. UCM’s Internal Communications Team maintains control over this area, so notify your UCM point of contact if you are interested in having something featured in this area.
- **Compass Feature Image:** Upload a photo if this story is to be featured in a news section of the Compass front door (e.g., Campuses, Faculty & Staff, etc.). Photos should be 100 pixels wide by 100 pixels high. Follow the same procedure as for “Front Door Image,” choosing “Compass feature image” from the Category menu. UCM’s Internal Communications Team maintains control over these areas, so notify your UCM point of contact if you are interested in having something featured in these areas.
- **Specialization:** Click “Top Story” if the story is to be part of the Compass slideshow or “Featured” if it is to be the main story under a Compass section. Otherwise, check “None.”
- **Categories:** This determines which sections your story will appear in on Compass. Check “Headlines” and ONE other box. When in doubt, choose “Campuses.”
- **Marketing Topics:** Leave alone.

Click “Save.” You are now looking at your page. In the center column (where the body of the article will be) to the left side are two gray gear icons. You’ll use these to populate the body of the article. Click on the first gray gear where it says “Click here to create a news story.” This is where you will enter any copy that will appear before the photo essay.

### **Adding copy**

- **Title:** This will be populated automatically from the title information you entered earlier.
- **Subtitle:** Enter a subtitle, if desired.
- **Publication Date:** This is automatically set to the current date. If you selected a future date for publication, enter that date here.
- **Author:** The default setting is “From staff reports.” If the story should have a byline, type the author’s name here.
- **Story:** *You cannot copy and paste text directly from Microsoft Word.* It will contain characters that do not work on the Web. Save your Word file as plain text (.txt), then open it using Notepad. Copy the text and paste it from there. If your story paragraphs run together, add a line return before each new paragraph. You may format text with bold, italic, bullets or numbers. Be sure that the body of your article is in "Paragraph" formatting, not "Normal." Use the Link icon to embed links (see “Step 3: Add depth to your story” in “How to get your story into *Compass*”).
- Click “Save.”
- Click on the second gray gear where it says “Click here to configure this element.” This is where you will upload your photos and captions.
- When you are done uploading the photos and captions, click “Save.”

- Look over the story to make sure everything looks the way it should (spaces between paragraphs, no weird characters, etc.). If you need to change something, click on the yellow “+” or “...” that will appear at the top of your story box, then click “Data.”
- When you are ready for the story to be published, click on the yellow “+” at the top of your story. Then click “Submit Page.” A pop-up will appear that says "Submit All Changes for Publication." Uncheck "compass.approver (Publisher)" and check "Send approvers notification e-mail." Your pop-up should look like this (except with a different e-mail in the bottom box). This will send an e-mail to *Compass* editors notifying them that a story is ready for publication.
- Watch for your photo essay to appear on *Compass*!

## How to revise a *Compass* story after it has been published

Do these steps **ONLY** after the story has been approved.

- Log in to CommonSpot as above, setting the URL to author.admsrv.ohio.edu.
- Navigate to the story, then click on the yellow pencil in the upper right-hand corner and choose “View Page in CommonSpot.”
- If a gray gear icon doesn’t appear at the top of the story, choose “Work on this Page (My Changes)” from the “View” dropdown menu.
- Click on the gear (or a yellow “+”, whichever is there) and click “Data.”
- Make whatever changes are needed to the text, photos, captions, credits, related links and/or sidebars. Click “Save.”
- If you need to make changes to the page title or other information entered in the steps listed on pg. 22 (“How to post to *Compass* using CommonSpot,”) click “Properties,” then choose “Standard.” Make whatever changes are required, then click “Save.”



- You should see a little yellow arrow on the top left of your story. Click on it, then click “Submit Page.” The page will go to the approver again.

## Beyond *Compass*

While *Compass* readership is exceptionally high, the communications plan for your event or program should include more than *Compass*.

- **School, college and department websites.** Your story should feature prominently in the “news” section (or equivalent) of your school’s or department’s website. Check with your college or department communicator.
- **Posters and fliers.** For events, posters and fliers in the college or department area, as well as in Baker University Center, can help increase awareness and attendance. UCM Marketing Services can create professional, eye-catching posters, fliers and slides for Baker and dining hall monitors.
- **Baker/Dining hall digital displays.** Baker University Center’s digital displays are available at very low per- week pricing. If students are your primary audience, contact the Department of Housing and Residence Life about getting slides on the monitors in the dining halls.
- **Social media.** Facebook, Instagram and Twitter are outstanding ways to reach students. UCM also maintains an official YouTube channel. Ohio University’s Facebook page has more than 84,000 followers! Tweets to @ohiou are generally retweeted to the University’s 63,000+ followers.
- **Communication plans and marketing campaigns.** UCM’s Marketing Services team provides comprehensive planning, strategy and development services for communications and marketing campaigns for clients across the University.
- **Add your event to the Calendar of University Events.** This allows the event to be publicized through other communication channels, including the University’s official social media accounts.

## Brand guidelines

As campus communicators, it is our job to not only promote Ohio University’s accomplishments, events and news, but to do so in a way that utilizes a unified approach to messaging.

One identity. One voice. One University.

In an effort to ensure consistent messaging across our colleges, departments and campuses, University Communications and Marketing has created [Brand Standards for Ohio University](#). This website provides information on everything from brand colors to logos and includes examples of good use of branding in photography, audio, print and Web ads, and video. You can also download a PDF of the complete brand manual on the website.

## How (and whether) to send broadcast electronic messages

Ohio University has the ability to send messages to the entire University community or to large subsets of that community simultaneously via email or text. As you can imagine, such messages are restricted to only the most vital information. However, any University-affiliated entity—including planning units/divisions, departments, schools, and registered student organizations— may propose a broadcast electronic communication. For more information about requesting lists for mass communication, visit the OIT website: <https://www.ohio.edu/oit/email/lists/mass-mailings.cfm>.

These guidelines are not intended (and should not be construed) to prohibit communications between faculty and students or other official communications necessary to conduct University business. These guidelines apply only to University-wide electronic communications to internal audiences—faculty, staff and students. Policies or guidelines on communications sent internally within a school, college or department are the responsibility of the appropriate dean or department head.

In general, these guidelines do not apply to communications intended for external audiences, such as informational or recruiting messages to prospective students, alumni or donors.

- “Electronic communications” include emails and texts.
- “Broadcast” means it is targeted to the entire University community or a significant subset thereof, such as “all-campus,” “all-student,” or “all faculty and staff” emails.

At the University level, the individual approving the broadcast electronic communication will determine if individual recipients will be able to “opt out” of (remove themselves from) the list on which the broadcast electronic communication was based. As a general rule, an opt-out option will not be offered for Emergency, Official, and most Informational emails at the University level (see below).

Because text messaging may impose a cost on the end user, the use of University-wide broadcast text messaging is reserved for emergency or emergency-related use only.

### What kinds of information can be sent?

Electronic broadcast communications are for University business only. These are official communications of the University and thus are intended to be used to support the University’s mission.

Three types of messages may be sent; the type also determines the priority of distribution.

- **Emergency messages** contain highly important, time-sensitive information (e.g., security alerts or campus closings due to weather).
- **Official messages** are highly important but not related to an emergency. These could include reminders of government reporting requirements, student grade report distribution, financial aid award notices, notification of records holds or policy changes, and student class schedules.

- **Informational messages** are directly related to University business or academic operations.

*Sensitive or private data must never be sent in broadcast electronic communications.* These include (but are not limited to) Social Security numbers, grades, account numbers and balances, and other information. When in doubt, do not send and consult with OIT, UCM or University Legal Affairs.

The University prohibits any member of the campus community from using University resources to send unsolicited, mass electronic communications or “spam” on or off campus for any content outside the scope of the University mission.

Broadcast electronic communications generally will not be used for communication of:

- Routine announcements
- Partisan political campaigning or messaging
- Messages of narrow interest
- Messages which are largely promotional or advertising in nature
- Messages advertising or promoting products, services or events
- Organizations recruiting members
- Calls for papers
- Most guest lecture announcements
- Most awards of an individual or organizational nature
- Announcements of retirements or hirings other than senior staff or other key positions  
Exceptions are at the discretion of the President, EVPP, or executive staff or their designated representatives

## **Do I have to use the University’s system to send a message?**

Use Ohio University electronic communications for Ohio University business. Ohio University email, text and My OHIO Portal are preferred over external email and other service providers. Exceptions—such as when a vendor solution offers critical functionality not found in an Ohio University application or when specific research or grant requirements mandate specific functionality—will be coordinated with OIT.

## **How do I get started?**

Before you do anything, carefully consider whether broadcast electronic communication is the right way to distribute your information. Think about your own email inbox; is this something you would read if someone sent it to you? Would you want to incur text messaging charges if it were sent to your phone? You can consult with Communication Services to make that decision.

If broadcast messaging is the right vehicle:

- Decide who should receive your message.
- Compose your message. The Communication Services can help you review content, decide on appropriate messaging type, and format broadcast electronic communications to ensure message consistency and accuracy.

Every message must include the following information:

- A clear, concise subject header
- The name of the office, organization or owner of the message, clearly identified
- A valid reply-to email address

DO:

- Keep messages short. Put detailed information on a website and include the link in the message.
- Use bullet points or numbered lists for easier reading.
- Write in a conversational, easily understandable tone. This isn't the place for big words or convoluted sentences.
- Use proper grammar, language and punctuation.

DON'T

- Write or imply anything that is racist, sexist or otherwise discriminatory.
- Send attachments on emails.
- Substantially change the language of the message or of the website referred to in a message after it has been approved.

Depending on your audience(s), contact the appropriate University authority (or designee) for approval:

Audience	Approver	Phone
All faculty	Office of the Provost	(740)593-2600
All administrators	Human Resources	(740)593-1636
All classified staff	Human Resources	(740)593-1636
All bargaining-unit staff	Human Resources	(740)593-1636
All employees	Vice President for Finance and Administration	(740)593-2556
All students	Vice President for Student Affairs	(740)593-2580
All undergraduate students	Vice President for Student Affairs	(740)593-2580
All undergraduate applicants or admitted (not yet enrolled) students	Undergraduate Admissions	(740)593-4100
All graduate students	The Graduate College	(740)593-2800
All regional campus students, faculty and/or staff	Outreach and Regional Campuses	(740)593-2551
Entire University community	Office of the President*	(740)593-1804

\*In general, any message that is intended for two or more audiences (e.g., all faculty and all administrators) will require approval from the Office of the President. Messages requiring presidential authority also will be reviewed by UCM.

- If messaging is approved, the approver will notify OIT that you are authorized to receive the distribution list for the approved audience.
- Send your message! **Please note that University Communications and Marketing distributes only official executive-level University broadcast communications**, such as those coming from the Office of the President, Executive Vice President and Provost or Vice President for Finance and Administration. Distribution of messages for planning units, departments, schools, faculty, etc., is the responsibility of the sender.

## Which messages are NOT subject to executive approval?

- Messages from individual planning units to individuals exclusively within their units. For example, the dean of a college may approve distribution of communications to students or faculty within that college; the director of Athletics may approve distribution of communications to all student athletes; or the dean of a regional campus may approve communications to all students or faculty at the regional campus.
- Messages from faculty and staff in an official administrative position to staff or students under their scope of administrative responsibility.
- The Bursar, Student Financial Aid, Finance, Human Resources, Information Technology, OUPD, Critical Incident Response Team (CIRT), Department of Housing and Residence Life, and Registrar may send direct broadcast communications in order to conduct official University business or for emergency purposes.
- Messages from each University Senate to its constituents about matters of the Senate's concern.

## **Do I need the recipients' permission to send a message?**

Ohio University faculty, staff and students, by virtue of their employment with or attendance at Ohio University, are considered to have given their implied permission to receive certain broadcast electronic communications, such as emergency communications, through Ohio University electronic communications channels and to do so without the ability to “opt out” of these communications.

Faculty, staff and students are expected to observe the same level of professionalism and protocol as users of the electronic communications systems of any other agency of the government of the State of Ohio. The expectation is that users will read their email and other electronic communications.

## **What are the limitations of broadcast messages?**

Using electronic communications does not guarantee immediate communication to the intended audience. All electronic communications channels have the following inherent limitations:

- The message delivery process takes a certain amount of time to complete and the amount of time will vary depending upon circumstances, sometimes beyond the control of the University. This time may vary from a few minutes to up to 24 hours.
- Recipients may not check their email frequently.
- Not all members of intended audiences have active University electronic communications accounts.
- Some University email account clients used by individuals may be incompatible with software used to generate broadcast emails, making them essentially unreadable.
- Not all members of intended audiences use any email account or other University electronic communications system.
- Recipients who have exceeded the quota on their University-provided email account, or who have set defective forwarding messages, will not receive the intended message.
- Recipients may configure their software to automatically discard messages, unread.

## **Is there any other way to reach a wide audience all at once?**

There are three primary sources for publication and distribution of campus-wide routine announcements, messages, updates, hirings, events, and so on:

- My OHIO Portal (contact OIT for access)
- *Compass* news website and weekly email (contact Communication Services)
- *OHIO Employee News* weekly email with need-to-know information for faculty and staff (contact Communication Services)

## How to plan and implement a communications campaign

A communications campaign is a deliberate, coordinated plan to deliver a message across multiple media. It doesn't have to be complicated or expensive. University Communications and Marketing's Communication Services team can offer insight, expertise and links to resources to make your communications task easier and more effective. In addition, UCM provides communications and marketing campaign plan development as a service to University clients.

### Writing a communications plan

#### Identify your project's purpose

- Why is this project necessary?
- What is most important for you to communicate?
- Who are your primary and secondary audiences?
- What, ultimately, do you want to accomplish?

#### Determine a concept

- What is your primary goal?
- What can your office commit to doing?
- What can UCM commit to?

#### Choose your media

- *Compass* article
- Press releases (contact Communication Services)
- Add event or deadline to the Calendar of University Events
- Social media
  - UCM staff manage the official University Twitter feed (@ohiou) and Facebook page. Make sure to tag these accounts in your own social media posts, so that they can be retweeted and shared by the official University accounts.
  - For a fee, UCM can create videos for the University's [YouTube channel](#) and embedding in *Compass* stories and on other University Web pages. Click [here](#) to submit a project request.
- Posters/fliers
  - For a fee, UCM can design and coordinate printing of posters, fliers and other media. Allow at least six weeks from project initiation to finished product.
- Digital displays (Baker University Center)
  - For a nominal weekly fee, you can have a slide appear on the digital displays in Baker University Center.
  - For a fee, UCM can design a slide for you.

## Compass in-house style guide

*Compass* and *OHIO Employee News* generally follow AP Style. The following style guide serves as a quick reference for those producing news publications.

### abbreviations

- When in doubt, spell the word out.
- Do not abbreviate assistant, associate, professor or president.
- Do not use abbreviations in running text, except as part of name, street address, courtesy title or academic degree.
- Use *Dr.* before a name on second and subsequent when that individual has earned a Ph.D., M.D., D.O., or other doctoral degree.

### academic degrees

- The following forms are acceptable:

associate degree; associate in individual studies

**WRONG** *associate's or associates'*

bachelor of science; bachelor's degree

**WRONG** *bachelor's of science degree*

**WRONG** *bachelors' degree*

master of arts; master's degree

**WRONG** *master's of arts degree*

**WRONG** *masters' degree*

doctoral degree

**BUT** *She is pursuing a doctorate in medieval history.*

doctor of osteopathic medicine

- When writing about Ohio University alumni, preferred style is to write out degree information in the text. Example: Rufus Bobcat, who earned his bachelor's degree in education from Ohio University in 1970, serves as mascot.
- In lists of alumni, however, it is acceptable to use the degree abbreviation in all caps and the last two digits of the graduation year. Example: Rufus Bobcat, BSED `70. (Note the direction of the apostrophe.)

## academic rank

- At Ohio University, academic ranks can be grouped roughly into lecturers and professors.
  - Group II faculty hold the rank of lecturer, associate lecturer or senior lecturer.
  - Group I faculty hold the rank of assistant professor, associate professor or professor.
- Always verify academic title with the source to ensure you are using the proper title. On second and subsequent references, faculty with doctoral degrees should have Dr. in front of their name.

## academic titles

Capitalize academic titles only when they appear before the person's name.

President John Smith; the president

Provost Barb Jones; the provost

University College Dean David Webster; the dean

Professor Ronald Hunt is chair of the Department of Political Science.

Dr. Hunt is a professor in the Department of Political Science.

## academic year

- Use all four numerals of the first year and only the last two of the second year, separating with an en dash (option + hyphen)

The 2017-18 year will be a great one, for sure.

- Academic years begin with the fall semester.

## acronyms

- Use only the most recognizable acronyms (FBI, CIA, WOUB, ROTC).
- OHIO is the correct acronym for Ohio University. **Do not use OU.** (OU is a trademark of the University of Oklahoma.) OHIO University is incorrect.
- Acronyms do not take periods.
- On first reference, it is not necessary to spell out the acronym and enclose the acronym in parentheses. You can just use the acronym on second reference. However, the spell-out-and-parentheses method can be used if it improves clarity.

## addresses

- When referring to specific rooms on campus, place the name of the building first, the number

second. Do not use “room.”

Scott Quad 161  
Baker University Center 240

- Use two-letter post office abbreviations only when ZIP codes are included in a mailing address. Use the abbreviations found in the AP Stylebook (Calif., N.J., etc.) for datelines, photo captions and in lists. Spell out the full names of states in the body of stories.

Albany, Ohio  
Albany, OH 45710

### adviser

Not *advisor*, unless it is part of an official job title.

### affirmative action statement

The following affirmative action statement is included in all university publications for public distribution, as required by the Office of Equity and Civil Rights Compliance:

Ohio University is an affirmative action institution.  
Ohio University is an equal employment/affirmative action institution.

### African-American

- Note hyphen and capitalization.
  - **BUT** Ohio University Department of African American Studies

### alumni

- Use **alumni** to refer to groups of graduates of both genders or more than one male graduate:  
Ohio University alumni live all over the world.
- Use **alumna** for an individual female graduate and **alumnae** for more than one female graduate.  
The women, all alumnae of Ohio University, meet annually.
- Use **alumnus** for an individual male singular:  
He is an alumnus of Ohio University.
- **Graduate(s)** is an approved non-gendered term that may be used in the place of alumnus (and its various forms).  
He met with a group of OHIO graduates who live in the Charlotte area.  
He is a graduate of Ohio University.

## alumni association

- First reference: OHIO Alumni Association
- Subsequent reference: “the Association” or OUAA

## Alumni Gateway

This is the arched portal onto the College Green at the corner of Court and Union Streets.

## Appalachian Scholars Program

Note caps. Students in this program are **Appalachian Scholars**.

## Athena

- May refer to either a theater on Court Street owned by Ohio University or the official annual yearbook.
- Because it is a book of reference, Athena is not in quotes or italics when referring to the yearbook.

## Athens International Film + Video Festival

Held annually every spring. Note the plus sign.

## Attack Cat

This is the official athletic logo for Ohio University.

## attribution

- When attributing a quote, use “[source] said,” not “said [source].”  
“Blah, blah, black,” Smith said.
- Exception: when the source’s lengthy title follows the name.  
“Blah, blah, blah,” said Smith, distinguished professor and chair of the Department of History.

## awards

Capitalize formal titles of grants, scholarships and awards.

Upperclass Dean’s Scholarship  
Award for Academic Excellence

## Baker University Center

Not Baker Center.

## board of directors

Lowercase unless preceded by a company or organization name.

The Procter & Gamble Board of Directors.

The board of directors approved job cuts at the Detroit office.

## Board of Trustees

The governing body of Ohio University consists of nine voting members appointed by the governor, two nonvoting student trustees, an alumni representative and two nonvoting national trustees.

- First reference: Ohio University Board of Trustees
- Subsequent reference: Board of Trustees
- **BUT** *the trustees*

## Bobcat

Capitalize only when referring to the Ohio University mascot or referring to an Ohio University student or alum. The wild animal is a bobcat, lowercase.

## Bobcat Student Orientation

Avoid using *Precollege* when referring to orientation programs for incoming students.

## book titles

In quotation marks, no italics.

Betty Hollow wrote “Ohio University, 1804-2004: The Spirit of a Singular Place.”

## byline

Include yours when submitting a story for *Compass*. Accepted format is By John Doe.

## campuses

- Ohio University is based in Athens, Ohio, and operates five regional campuses: Chillicothe, Eastern (St. Clairsville), Lancaster, Southern (Ironton), and Zanesville, as well as two extension campuses in Dublin and Cleveland.
- Capitalize *Campus* as part of the location’s title; lowercase when using without the location name.

Chillicothe Campus will host a play on Friday.

The campus is located on the western edge of St. Clairsville.

- See [regional campuses](#).

## capitalization

- When in doubt, do not capitalize.
- Capitalize official educational, occupational and business titles only when they appear in front of the name:

President M. Duane Nellis, M. Duane Nellis, president of Ohio University  
Dean Elizabeth Sayrs; Elizabeth Sayrs, dean of University College  
Professor Ronald Hunt is chair of the Department of Political Science

- Capitalize Homecoming, Fourth of July, Parents Weekend, etc., when referring to the official names of Ohio University events.
- Capitalize names of all races and nationalities, such as African-American, Spanish, Caucasian, Irish, Chinese.
- Capitalize only the first word of a phrase in tabular listings of events, unless a proper noun or an official title.

8:30 a.m.: Registration (coffee and rolls)  
9 a.m.: Education for the Gifted  
3 p.m.: Conference adjourns

- Capitalize “department” only as part of an official name:

Department of History  
the history department

## centers

- Ohio University offers classes at two Regional Higher Education centers: Proctorville Center (a satellite of Southern Campus) and Pickerington Center (part of Lancaster Campus) – in addition to the Athens Campus and five regional campuses.
- Many academic units also have research centers. As with departments, center is capitalized only when used with the formal name.

The Center for Advanced Software Systems Integration  
the center

## centuries

- Like other numbers, spell out the first century through the ninth century. After that, go to 10th century, 20th century and so on.
- The word *century* is not capitalized unless part of a proper name.

In the 20th century, technology developed rapidly.  
20th Century Fox has produced many hit movies, including “Star Wars.”

## chair

When referring to someone's title, use the gender-neutral word *chair*, not *chairman* or *chairwoman*.

Professor Ronald Hunt is chair of the Department of Political Science.

## cities

Follow AP style for cities that stand alone without states with the exception of Athens and Columbus, neither of which need to be accompanied by "Ohio."

## co-

Generally, the prefix *co* does not take a hyphen. There are exceptions, for example, when the word it is modifying begins with a vowel.

coworker  
co-author  
co-op

## Class Gateway

- This is the entranceway on the College Green on Union Street across from the Schoonover Center.
- *The [college] Gate* is a newsletter produced by the Ohio University Alumni Association.

## colleges

- Capitalize on full reference, lowercase otherwise. Use the word "and," not the ampersand.

College of Arts and Sciences  
the college

- Use the full name of colleges on first reference:

College of Arts and Sciences  
College of Business  
Patton College of Education (formal title is Gladys W. and David H. Patton College of Education)  
College of Fine Arts  
College of Health Sciences and Professions  
Heritage College of Osteopathic Medicine  
Honors Tutorial College  
Russ College of Engineering and Technology  
Scripps College of Communication  
University College

## Commencement

- When referring to annual graduation exercises, capitalize.

More than 3,300 students took part in the 2016 Undergraduate Commencement exercises.

The University Professor award is announced each year during Graduate Commencement.

- Lowercase when speaking of graduation in general.

For some, however, commencement remains hugely symbolic.

## Compass

- Ohio University's electronic news and information service found at [www.ohio.edu/compass](http://www.ohio.edu/compass). It is refreshed around the clock, and faculty and staff receive an email twice a week containing the latest news and stories about the University.
- Note that *Compass* is italicized.

## composition titles

- Periodicals go in italics.
- Books, lectures, movie titles, songs and parts of compositions (such as chapters) go in quotation marks.
  - **BUT** the Bible and titles of books that are primarily used as reference materials are not placed in quotation marks.
- The names of websites and blogs are neither italicized nor in quotation marks.

*Ohio Today*

*The Athens News*

"Moby Dick" by Herman Melville

Encyclopedia Britannica

"Butch Cassidy and the Sundance Kid," starring Paul Newman

"Race and the Spectrum of Critical Consciousness," a new colloquium

*Compass*

- The AP Stylebook has an extensive entry under "composition titles" that provides additional guidance.

## coursework

One word.

## course titles

Capitalize the proper names of courses.

HIST 1210, Western Civilization: Antiquity to 1500

## Cutler Scholars Program

Note caps. Students in this program are Cutler Scholars.

## Dads Weekend

Note the lack of an apostrophe.

## data

- When meant as a collection of individual statistics or other information, *data* is a plural noun requiring a plural verb and/or pronoun.

The data have been carefully collected. They will be analyzed to see if they reveal new information.

- When referring to a unit of information, however, *data* takes a singular verb and/or pronoun.

The data is clear: It indicates a long-term trend toward a changing climate.

## dates

- Use Arabic figures. Do not use ordinals (-st, -nd, -rd, or -th).

Undergraduate Commencement exercises will be held May 4.  
January 1 is New Year's Day.

- Spell out the month unless it is used with a date. When used with a date, abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

With the switch to semesters, Ohio University's winter break now starts in December.  
Winter break begins Dec. 16.

- Do not use commas for a year and a month.

He will complete his degree in December 2013.

- For complete dates (date, month and year), use commas before and after the year.

Winter break begins Tuesday, Dec. 16, 2013.

- Decades are plural. Use figures. Use an apostrophe only if the first two numbers are left out.

I attended Ohio University in the '80s.  
The late 1960s were a turbulent time on many college campuses.

- Capitalize days of the week. Do not abbreviate.

I leave for vacation on Saturday.  
Fall semester begins Monday, Aug. 26.

## degrees

See [academic degrees](#).

## directions

Capitalize geographical regions of the country if well known, but not the points of the compass.

The Athens and regional campuses of Ohio University are located in Southeast Ohio.  
Settlers from the East headed west in search of new lives.

## dollars

See [money](#).

## dorm or dormitory

Avoid. Use *residence hall* instead.

## email

Not hyphenated.

## emeriti

- Emeriti is plural.

Let's hear from the emeriti on this situation.

- For singular usage, use the gender forms and precede with the word *professor*. Capitalize before the name; lowercase after.

Professor Emeritus Bob Smith  
Jane Doe, professor emerita of chemistry

## fact book

The Office of Institutional Research maintains the [Ohio University Fact Book](#) with statistics relating to students, faculty and staff, resources and facilities, comparisons with peer institutions, and historical trends. It is updated annually.

## faculty

- Use plural verbs and pronouns.

The faculty were honored at commencement.

- For individuals, use *faculty member* or *member of the faculty*.

Sarah Wyatt is a faculty member in the College of Arts and Sciences.

## foundation

See [The Ohio University Foundation](#).

## Founders Day

- Founders Day commemorates the date (Feb. 18, 1804) when the Ohio General Assembly approved charter plans for the creation of Ohio University.
- Note the lack of an apostrophe.

## freshman

- These forms are acceptable:

freshman  
freshmen  
first-year student(s)

- Avoid this common mistake:

**WRONG:** He is happy in his freshmen year at OHIO.

**CORRECT:** He is happy in his freshman year at OHIO.

- Note lowercase.

The freshman class marched up Richland Avenue from the Convocation Center.

## geographic points

See [directions](#).

## GPA

This is an acceptable acronym for *grade-point average* on all references.

## grades

- Write grades by using a capital letter and also a + or – if appropriate.

- Do not use quotation marks.

She received an A- in her history class.

## graduating classes

Do not capitalize classes of student/graduate cohorts.

Many first-year students take a writing course.  
The senior class is planning a special party in May.  
The class of 1960 held its reunion.

## greek

Do not capitalize when referring to sororities and fraternities.

At Ohio University, greek life is a big part of socializing.  
BUT The Office of Sorority and Fraternity Life.

## greens

- Ohio University's Athens Campus is divided into distinct neighborhoods called greens.
- Capitalize the full names of greens; lowercase when using alone.

College Green  
East Green  
New South Green  
South Green  
West Green  
Union Street Green

The green is lined with tall, stately oak trees.

## headlines

- Please include a headline or head and subhead with story submissions. If you leave it up to the *Compass* team, you may be unhappy with what we choose!
  - **BUT** *Compass* reserves the right to edit headlines.
- Don't end a headline with a preposition.
- Use sentence style (capitalize first word and any proper nouns, lowercase all other words).
- If quotation marks are warranted, use single quotes.
- Simple, straightforward headlines are best.

## Heritage College of Osteopathic Medicine

An associated brand of Ohio University (like the Ohio University Alumni Association and The Ohio University Foundation), it functions as an independent entity. It has three campuses: Athens (opened in 1975), Dublin (opened in 2014) and Cleveland (opened in 2015).

**First reference:** Ohio University Heritage College of Osteopathic Medicine

**Subsequent references:** Heritage College

**To denote campus' location:** Heritage College, Athens; Heritage College, Dublin; Heritage College, Cleveland

Do not use OU-HCOM abbreviation.

## Homecoming

Capitalize when referring specifically to the University's fall event, game or parade.

I can't wait for Homecoming 2018.

## Institute

the Charles J. Ping Institute for the Teaching of the Humanities  
the Ping Institute  
the institute

## interim

If someone's official title is interim, use it as you would other words in their title. See [academic titles](#).

## Internet

Note capitalization.

## junior

- Note lowercase.
- Abbreviate when part of a name; do not use commas.

Jimmy Jones Jr. is a forensic chemistry major.

## links

When referring to a website link by name, put it in quotes.

Log on to [www.ohio.edu](http://www.ohio.edu) and click on "Academics."

## long

As a suffix, always use it as one word in adjective form.

daylong  
weeklong  
yearlong

## magazine titles

The names of periodicals such as *Perspectives* are in italics.

## majors and minors

Don't capitalize.

She is a history major with a minor in English.  
The school offers a minor in communication studies.

## Mid-American Conference

- Use full name of the Bobcats' athletic conference on first reference.
- Use MAC for subsequent references.

## Moms Weekend

Note the lack of an apostrophe.

## money

- Amounts of money take singular verbs and pronouns (see [data](#)).
- \$100,000 is a mid-size amount for a research grant.
- Use a dollar sign before figures. Do not write *dollars*.
  - Round figures when appropriate, but clearly state when this is done.
  - Include complete amounts on both ends when referring to money in a range.

It will cost between \$4 million and \$5 million.

## months

- When used as part of a date, abbreviate the months *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.* and *Dec.*
- Do not abbreviate *March*, *April*, *May*, *June* or *July*.
- Follow with the numeral for the day.

Sept. 1  
April 15

## names

- Refer to people by their last name on second reference; use Dr. on second and subsequent references for faculty who have earned doctoral degrees.

Carolyn Bailey Lewis has been named WOUB director and general manager emerita by the Ohio University Board of Trustees. Dr. Bailey Lewis spent 38 years working in public media....

- Do not use middle initials, unless requested.
- When referring to two people (e.g., married couple, siblings, coincidental similarity) with the same last name, continue to use the first and last names for clarity.

## nondiscriminatory language

- Ohio University supports the policy of avoiding language that contains discriminatory connotations. Replace the following terms with suggested alternatives:
  - chairman..... chair, department chair
  - freshman.....*first-year student* is an alternative, but *freshman* is acceptable
  - ombudsman ..... ombuds, ombudsperson
  - best man for the job..... best candidate
  - manmade ..... synthetic, manufactured
  - foreman ..... supervisor
  - businessmen ..... businessperson
  - manpower..... personnel
  - mankind..... humankind
  - craftsman..... artisan
- To avoid the “student-he/she” dilemma, use plural references (students/they).

## numbers

- Spell out numbers one through nine and their ordinals (first, second, third, fourth, etc.)

We have two stylebooks around here, ours and AP’s.  
ninth century

BUT She represents the 2nd district.

- Use numerals for 10 and higher, including ordinal numbers (14th, 21st).

There are 25 students in the class.  
21st century.

- Use numerals, even if the number is below 10, when indicating the following:

- ages

She is 6 years old.

- figures containing decimals

3.5 years

- statistics
- percentages

2 percent

**BUT** spell out fractions  
one-tenth of 1 percent

- sums of money

\$150 million capital campaign

- times of day

8 a.m.; 7:30 p.m.

- days of month

April 6

- latitude and longitude

Athens sits at 39.3292° N, 82.1014° W.

- degrees of temperature

It felt like it was 100 degrees in the shade.

- dimensions

3 feet wide by 8 feet long

- measurements
- proportions
- years

1861 through 1865

- Do not begin a sentence with numerals; supply a word or spell out the figures.

Twenty people attended the lecture.

- Numbers less than 100 should be hyphenated when they consist of two words.

fifty-five

- Make sure numbers add up in a story, especially if it's a story about finances or includes percentages that should add up to 100.

### officers

- Key officers of the institution include
  - the Ohio University Board of Trustees
  - The Ohio University Foundation Board of Trustees (note capitalization)
  - the Ohio University Alumni Association Board of Directors
- Do not capitalize designations of officers of a class, social organization, etc.

She was elected senior class president.

He was treasurer of the Ohio University Faculty Senate.

### offices

Note use of the word *of* versus *for*. When in doubt, check the website.

- [Board of Trustees](#)
- [Office of the President](#)
- [Office of the Provost](#)
- [Office of University Outreach and Regional Higher Education](#)
- [Office of the University Registrar](#)
- [Office for Institutional Equity](#)
- [Vice President for Finance and Administration](#)
- [Vice President for University Advancement](#)
- [Vice President for Research](#)
- [Vice President for Student Affairs](#)

### Ohio University

- The following forms are acceptable in referring to the institution:

Ohio University

Ohio

OHIO

the University

- Always use *Ohio University* on first reference.
- Do NOT use OU unless it is in a direct quote. *OU* is a trademark of Oklahoma University.

### The Ohio University Foundation

- Always use *The Ohio University Foundation* (with a capital T) on first reference.
- Use foundation (lowercase) for subsequent references.

The Ohio University Foundation is the repository for all private gifts through annual giving programs, capital and special campaigns, and planned or deferred gifts. The foundation is an institutionally related, nonprofit, tax-exempt, 501(c)(3) organization. It is governed by a board of trustees.

### online

- One word, never hyphenated.

### percent

Never use the percent sign (%) except in scientific, technical and statistical copy.

In 2011, Ohio University accepted about 85 percent of first-year applicants.

### Ph.D.

Do not use *Ph.D.* after a faculty member's name unless there is a compelling reason to do so. When referring to terminal degrees, *doctorate* or *doctoral degree* is preferred over *Ph.D.*

She earned a doctorate in music theory.

He is working toward a doctoral degree in education.

See [academic degrees](#).

### phone numbers

See telephone numbers.

### professors

See [academic rank](#).

### regions

See [directions](#).

### regional campuses

- Never *branch campuses*.

- Do not use a hyphen between *Ohio University* and the name of the campus.

Ohio University Chillicothe  
Ohio University Lancaster  
Ohio University Zanesville  
Ohio University Eastern in St. Clairsville  
Ohio University Southern in Ironton  
Ohio University's Chillicothe Campus

- Always use the full name of the campus on first reference. On subsequent reference, use the *(location) Campus*, capitalized.

Ohio University Zanesville  
the Zanesville Campus  
**BUT** the campus

See [campuses](#).

### Research Communications

The Office of Research Communications is a good source of information about research going on around campus. Part of the Vice President for Research Office, Research Communications publishes *Perspectives* magazine and produces news releases.

### residence hall

Not *dorm* or *dormitory*.

### The Ridges

- This refers to the portion of campus on the ridge south of the Hocking River. It includes buildings that were part of the Athens State Mental Hospital.
- Note caps.

### room numbers

- Room numbers come after the name of the hall/building.
- Do not use *room* before the number.

Scott Quad 161  
Baker University Center 240

### schools

- On first reference, use the full name of a school, capitalized. Lowercase on subsequent reference.

E.W. Scripps School of Journalism  
students in the school of journalism  
journalism students

- Use the word *and*, not *&*.

School of Applied Health Sciences and Wellness

- [A full list of schools](#) is on the OHIO website.

### seasons

Do not capitalize the seasons of the year.

Athens can be very quiet in the summer.  
We got married in spring 1994.

### semesters

Always lowercase.

The course was first offered in fall semester 2013.  
Spring semester seemed to fly by.

### Senates

Key representative bodies at Ohio University include:

- [Administrative Senate](#)
- [Classified Senate](#)
- [Faculty Senate](#)
- [Graduate Student Senate](#)
- [Student Senate](#)

## senior

Note lowercase.

the senior class  
She is a senior.

When part of a person's name, use *Sr.*, no commas.

Sam Smith Sr. is an Ohio University alumnus.

## sexism

See [nondiscriminatory language](#).

## song titles

Place song titles in quotation marks.

"All Out of Love" by Air Supply is my all-time least-favorite song.

## sophomore

Note lowercase and spelling.

## Southeastern Ohio

- Note capitalization.
- See [directions](#).

## telephone numbers

Separate numerals in a phone number with a hyphen.

740-597-1796

## time

- When referring to spans of time in text, use a word rather than a hyphen between the times listed.

11:30 a.m. to 3:30 p.m.  
2002 through 2006

- Express time on the hour without zeroes.
- Use *a.m.* and *p.m.* for all times, even in spans within the same time period.

1 p.m. to 3 p.m.

- Use *12 p.m.* or *noon* or *12 a.m.* or *midnight*. Never *12 noon* or *12 midnight*.

noon to 1 p.m.

The group stayed until 12 p.m.

- Do not use a.m. or p.m. if the text refers to morning or afternoon.

**WRONG:** The alarm went off at 8 a.m. this morning.

**CORRECT:** The alarm went off at 8 a.m.

The alarm went off at 8 this morning.

- When referring to spans of time in lists, use a hyphen.

Every other Tuesday, Walter Hall, 2-6 p.m.

## titles

See [academic titles](#); [composition titles](#).

## theater

In general, spelled *-er*.

Ohio University School of Theater

She is majoring in theater

**BUT** Baker University Center Theatre

## upperclass

### [Urban Scholars Program](#)

## URLs

- Never hyphenate, add spaces or otherwise break a URL.
- Do not use *http://* unless the URL does not begin with *www*.

Compass is online every day at [www.ohio.edu/compass](http://www.ohio.edu/compass).

For a quick reference to many style guides, visit the Purdue OWL:

<http://owl.english.purdue.edu/owl/>

- The Ohio University front page is [www.ohio.edu](http://www.ohio.edu). When referring to this URL in display type, drop the *www*, instead referring to *ohio.edu*.
- Be aware that University Web pages may end in either *.ohio* or *.ohiou*. Always verify the URL before committing it in text.
- Some University URLs require the *www* and *ohiou* because of differences in technical setup. When in doubt, try to access the URL before referring to it that way in print.
- Any error in a URL will make it unusable. The safest way to ensure accuracy in URLs is to copy them from a browser window and then paste them into a document.
- For guidance on incorporating links into *Compass* stories, see Step 3: Add depth to your story.

## visiting professor

- A faculty member who is serving the University for a designated length of time and is not a tenure-track employee.
- See [academic rank](#).

## website

- One word, lowercase, no hyphen.

For more information, visit our website.

- **BUT** Web page, the Web

The department maintains a Web page.  
Find us on the Web!

## Compass punctuation guide

### ampersand

Use & only if it is part of an official name.

Procter & Gamble employs many Ohio University alumni.  
Ohio University Communications and Marketing

### apostrophe

- In making figures plural, do not add an apostrophe before the *s*.

the senior class  
the late '60s

- Punctuate year of college classes with an apostrophe.

class of '86

- Associate, bachelor's and master's degrees should always be written with an apostrophe before the *s*, as singular nouns. Never write *bachelors'* or *masters'* degree.
- In forming possessives, in general use 's for most nouns not ending in *s*; use only the apostrophe for nouns ending in *s*. See the AP Stylebook for more detailed information.

Women's rights  
the United States' wealth  
Jim Jones' book

- Do not use apostrophes in the following terms:

Ohio University Visitors Center  
Founders Citation  
Moms Weekend  
Dads Weekend  
Siblings Weekend  
Sibs Weekend

### colon

- Use a colon only when the transition to other content is notably abrupt.
- Colons are most often used preceding a list.
- Capitalize the first word after a colon only if:
  - It is a proper noun.

- It begins a complete sentence.

*Washington Monthly* considers how much institutions benefit the country by looking at three indicators: how well a school performs as an engine of social mobility, how well it does in fostering scientific and humanistic research, and how well it promotes an ethic of service to the country.

## comma

- Do not use a comma before the words *and* and *or* in a series.

More than 30 academic departments and programs offer courses in liberal arts and sciences, engineering, management, music and education.

- **BUT** do use a comma if the series is compound.

*Washington Monthly* considers how much institutions benefit the country by looking at three indicators: how well a school performs as an engine of social mobility, how well it does in fostering scientific and humanistic research, and how well it promotes an ethic of service to the country.

- Commas always go inside quotes.

"This is a group of trained professionals who can evaluate the situation and make decisions," she said.

- Place a comma after digits signifying thousands

3,350 students

**BUT** the year 2008

- Introductory words such as *however*, *namely*, *i.e.* and *e.g.* should be immediately preceded by a comma (or semicolon) and followed by a comma.

Be advised, however, that in the summer Baker University Center closes at 6 p.m. Monday through Saturday and is closed all day on Sunday.

- Do not use a comma in names ending in *Jr./Sr.* or a numeral (*II*).

John Smith Jr.

Richard W. Johnson II

- When writing a date, place a comma between the day (if given) and the year, but do not place a comma between the season/month and year when the day is not mentioned.

On July 4, 1976, the nation celebrated its 200th birthday.

fall 2007

fall semester 2007

November 1945

- Place a comma between a city and its state and after the state if the sentence continues. (See the AP Stylebook for cities so well known they do not require the state be specified.)

Nelsonville, Ohio, is northwest of Athens.

## dash

- The dash is not a hyphen. The dash sets some words off from others, rather than connecting words with others like the hyphen. It also is used to designate a period of time.
- En dashes are used to separate numbers, including hours and years. (Many word processing programs will create automatic en dashes when you type a space, two hyphens, and another space.) Do not use spaces on either side of an en dash. See numbers, time.
- When separating text from other words, use an em dash with a space on either side.

Your true home and heart are — and for decades have been — right here with us.

## ellipsis

- Ellipses indicate the omission of words or create a trailing-off effect, usually at the end of a sentence.
- An ellipsis is made with three periods, one right after another, with a space before and after.

... The thing to remember is that a period is never part of an ellipsis; it is always separated by one space. ...

Actually, an ellipsis, like an en dash or em dash, should be inserted by using Insert > Symbol > Special Character. ... As you will notice, the spacing is different, distinguishing it from the possibility that someone accidentally held down the period key too long.

## hyphen

- Do not hyphenate adverbs if they end in -ly.

Ohio University is a nationally competitive research institution.

- Compound modifiers do take a hyphen.

full-time student

out-of-state tuition  
BUT fall semester classes

- Do not hyphenate the words *vice president*.

The vice president for research announced the selection research priorities at Ohio University.

- Hyphenate dual nationality/ethnicity.

African-American  
Asian-American  
BUT Latin American; French Canadian.

- Do not hyphenate compounds beginning with *non-*. Rare exceptions include compounds containing a proper noun.

nondegree  
nonrefundable  
non-German

Do not hyphenate compounds beginning with *pre-*, *semi-*, *anti-*, *sub-*, or *co-* except when the second word begins with the same vowel or is a proper noun.

pre-enroll  
semiannual  
premedical  
pre-engineering  
coworker

- Hyphenate any modifying word combined with “well” that precedes its subject.

She is a well-qualified instructor for the course.  
The dean is well qualified to handle that issue.

## quotation marks

In headlines, use single quotes.

## semicolon

- Semicolons often separate items in a list that require more than a comma but less than a period.
- Use a semicolon before *and* in a series.
- Semicolons go outside of quotation marks.

Weitsman is the author of the book "Dangerous Alliances: Proponents of Peace, Weapons of War"; coeditor of two books, "Enforcing Cooperation: 'Risky States' and Intergovernmental Management of Conflict" and "Towards a New Europe"; and coauthor of "The Politics of Policy Making in Defense and Foreign Affairs."

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