Big Book of Internal Communications

Instructions on performing essential Internal Communications duties

Ed: Colleen Kiphart (8/29/12)
Introduction

For many Campus Communicators, the hat of communicator is just one of many stacked on their heads. At times, the requirements of promoting a college or department's accomplishments, events, and news can seem like a confusing and overwhelming task. This document, *The Big Book of Internal Communications*, is here to help simplify that task.

Want to know if your story is appropriate for employee e-newsletter *Compass Points*? That's in here. Want to know how members of the Internal Communications Team evaluate their articles for quality? That's in here. Want to know if you should request an all-campus email? That's in here. Need to create and organizational communications project, but don't know how? There's a handy "cookbook" in here to help with just that.

This document should answer some of the most pressing questions Campus Communicators have about Internal Communications at Ohio University. If your cannot find what you're looking for in this document, please contact a member of the Internal Communications Team for assistance.

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How to submit content to Compass Points

Purpose: This document outlines the requirements articles must meet to be featured in the University's publication of record Compass Points, Ohio University's biweekly faculty and staff electronic newsletter.

Compass Points is an electronic publication that allows OHIO faculty and staff to do their jobs better by facilitating the process of obtaining information vital to their professional lives. It is the publication of record for OHIO faculty and staff, meaning that it is the official communication tool of the President and executive staff.

Requirements: To be considered for inclusion on Compass Points an article or subject should be one of the following:

- Applicable to a majority of Ohio University faculty and staff, across all campuses
- Timely
- Specifically tailored to faculty and staff needs

Definition of Applicable:
The information must be "need to know" matters that generally apply to a majority of faculty and staff across the Athens campus and/or Ohio University's regional campuses.

Need to know information can be classified as:

- Policy changes (Ex: RCM implementation, benefits news)
- Major faculty and staff deadlines (Ex: grade submission, open enrollment, ERIP closing)
- Retirements/departures of executive staff, deans, directors, or departments heads
- Obituaries of executive staff, deans, directors, board members, outstanding alumni or departments heads or long-term Ohio University faculty and staff
- Search committee updates
- Parking/construction updates
- Open forums and feedback requests

This is not a comprehensive list, and colleges and departments are encouraged to submit their articles or article ideas to Compass Points Editor Colleen Kiphart (Kiphart@ohio.edu) and copy Director of Internal Communications Todd Stone (stonet1@ohio.edu).

Article/Concept Submission:
Article submissions should be sent to Compass Points Editor Colleen Kiphart (Kiphart@ohio.edu) and be copied to Director of Internal Communications Todd Stone (stonet1@ohio.edu).

Two ways to submit articles

Submitting a full article

- Typically no more than 600 words
- Follows House and AP style guidelines
  - For more information on these style guidelines, please contact either Colleen Kiphart or Communications Specialist III George Mauzy (mauzy@ohio.edu).
• If a composed article is being submitted for consideration for inclusion in Compass Points, contact Colleen Kiphart, copying Todd Stone, by Tuesday with the article’s subject.
  o If approved for inclusion, submit all copy in the form of a Word document by 5 p.m. the Wednesday before Compass Points is sent out.

Submitting an article idea

• Submissions can also be article concept submissions
• Contact Colleen Kiphart, copying Todd Stone, 1-2 weeks before the desired publication date
• Suggestions do not need to be fully fleshed out outlines.
• Information required is:
  o A bulleted list of salient facts regarding the desired article
  o A point of contact for more information
  o A list of people who may be of use to supply quotes for the article
  o Any approvers needed for the article and their contact information

Appendix:
The following are the top ten most popular articles among the Athens faculty to run in Compass Points since January 2011.

1. Two university policies withdrawn (http://www.ohio.edu/compass/stories/11-12/3/library-policies.cfm)
3. OHIO mourns the death of graduate students (Terrie Jean Hitchings) (http://www.ohio.edu/compass/stories/10-11/11/hitchings-death.cfm)
5. Graduate student saves girl's life to become national hero (http://www.ohio.edu/compass/stories/11-12/10/brent-reese-hero.cfm)
7. Ohio University Research Committee announces winter funding recipients (http://www.ohio.edu/research/communications/ourcwinter12.cfm)
10. President McDavis shares news regarding budget proposal to Board of Trustees (http://www.ohio.edu/compass/stories/10-11/6/president-budget-message-2011.cfm)

The following are the top ten most popular articles among the Athens administrative and classified staff to run in Compass Points since January 2011.

1. OHIO mourns the death of graduate students (Terrie Jean Hitchings) (http://www.ohio.edu/compass/stories/10-11/11/hitchings-death.cfm)
2. University mourns loss of UHR administrative assistant (Betty Rex) (http://www.ohio.edu/compass/stories/11-12/3/betty-rex-2012.cfm)
3. Medical school dean announces retirement, new role (http://www.oucom.ohiou.edu/news/press/deanbrose/)
4. Two university policies withdrawn (http://www.ohio.edu/compass/stories/11-12/3/library-policies.cfm)
7. New Print Responsibly website keeps users updated (http://www.ohio.edu/compass/stories/11-12/1/print-responsibly-website.cfm)
8. OHIO cost-saving initiatives update for fall semester (http://www.ohio.edu/compass/stories/11-12/2/vpfa-fall-2012.cfm)
9. President to make economic announcement today at noon (http://www.ohio.edu/compass/stories/11-12/4/president-announcement-2012.cfm)
10. Faculty and staff meal plans give collaboration opportunities (http://www.ohio.edu/compass/stories/11-12/1/faculty-staff-meal-plans-2012.cfm)
Compass story submission guidelines and deadlines

I. About COMPASS

COMPASS (www.ohio.edu/compass) is the official news and information source for Ohio University. Operating on the philosophy that “an informed campus is an inspired campus,” COMPASS publishes news and information relevant and of interest to the university community. Students; faculty; staff; parents; board members; alumni; emeritus faculty; potential, current and past donors; and prospective students and employees, and many others all have access to and read COMPASS regularly.

The mission of COMPASS is to provide need to know information to the University community and informative articles that can improve Ohio University’s prominence and reputation with internal and external audiences. COMPASS also serves as the University’s public “communication of record.”

COMPASS is one of several ways that Ohio University’s leadership reaches out to inform the students, faculty, staff, and other interested parties.

COMPASS is published by the Internal Communications Team, Ohio University Communications and Marketing. COMPASS measures its success using the yardsticks of accuracy, timeliness, fulfillment of strategic communications objectives, and readership.

II. Six steps to getting your story told in COMPASS

Remember, the more you self-serve, the more you get.

Step 1. Consult and coordinate with your organization or department’s communications representative

Always consult and coordinate with your organization’s communications representative. In accordance with Ohio University’s Media Relations Policy and, as a general rule, colleges, schools and administrative department communicators are responsible for day-to-day communications tasks. These tasks include the preparation of content across varieties of media (text, photos, video, social media, etc.) intended to be published to audiences inside outside the college, school, or department and the reviews and approvals of that content.

Before submitting your news story or news lead to the Internal Communications Team, contact your department’s communications representative, or communicator.

In general, content submitted by Ohio University faculty and staff to UCM that has not been reviewed by the appropriate campus communicator will be returned to that campus communicator.

Once your news lead, story or release is in the hands of your communicator, they will liaise with the Internal Communications Team to take the appropriate action.

Step 2. Determine if COMPASS is the right place for your story.

COMPASS may or may not be the right place for your story. The story should be applicable and of interest to larger campus community and have a “news hook.”
A “news hook” is a timely event that makes the story more relevant to readers’ interests. It must be an active story.

A good rule of thumb 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.

By that, we mean that the formation or meeting of a committee is not a story. It will not be read, nor will it effectively share your message. Once the committee takes action, there is a story.

**Timeline of a committee**

- Committee formed
  - Not a story
  - Will be reviewed as background in subsequent articles
- Committee meets
  - Not a story
  - If open to the public, submit an announcement
- Committee issues recommendations
  - Only a story if the recommendations effect the entire campus
  - Cross-campus issue relevance
- Recommendations planned to be/are put into action
  - This is a story for Compass
  - It is active
  - It is timely
  - People across campus are affected by it

School and department-specific stories are best handled at the school and department level. If there is an appointment below the level of dean, director, or department head submit an announcement to spread the news.

Anything above that level, typically communications will be handled on an executive level. Consult with your supervisory report (President, Provost, VPFA) to see how they would like the news to be reported before addressing UCM.

Alumni stories should go to Alumni Association magazine, Ohio Today. If the Alumni Association feels the story has import to the greater university, they will relay that to UCM.

The story should have “need to know” information for the larger campus community or the story should highlight achievement or strengths of Ohio University.

The story should be timely. COMPASS will rarely publicize an event more than 2 weeks prior. Most event previews run between 1 and 2 weeks prior to the event. If it is a post story, it should not run more than 1 week after the event.

The best submissions support at least one of the following goals, which are:

- Recruit and retain talented and diverse students, faculty, and staff
• Strengthen undergraduate education
• Enhance graduate and professional education and research
• Enrich the environment for students, faculty, staff, and the region
• Fortify and align infrastructure to enhance the academic missions of instruction, research, and service
• Enhance prominence within Ohio, the nation, and the world

Step 3: Determine what kind of story you have

Types of content published in COMPASS

Announcement – An event that is open to the public or deadline-based informational issue
• Ex: a speaker from within the faculty, a reception, a film viewing, a workshop
• Ex: an award or registration deadline
• Length between 100-300 words
• Submit these on Compass website, http://www.ohio.edu/outlook/announcements/form.cfm

Accolades – Any professional recognitions given to faculty, staff or students
• Includes international, national, state, and local awards and honors
• Length between 200-325 words
• Submit these on Compass website, http://www.ohio.edu/outlook/professional/form.cfm

News brief – an article informing the university about a specific event or information issue that merits explanation
• Must be timely
• Should run a week before the event, or within a week after it
• Length between 200-325 words
• Images should be provided by the communicator with photographer credit and a caption
• Stories should be submitted to a designated Compass staff member

Feature – an article with university-wide appeal
• Provides necessary information to faculty, staff, students, and community members (at least 2 of these groups)
• If about an event, should run a week before the event, or within a week after it
• Length between 450-600 words
• Images should be provided by the communicator with photographer credit and a caption
• Stories should be submitted to a designated Compass staff member

Compass content areas and categories
• News from OHIO’s Campuses
• Faculty and Staff
• Students
• Research
• Health
• Athletics
• Arts

Strategic content

Appalachia Rising - This special Compass series features the programs and initiatives through which Ohio University students, faculty, staff, alumni and friends are realizing their promise as they elevate lives across the region.

• Example: From coal mines to the classroom, OHIO grounds technician receives gift of literacy at 53: http://www.ohio.edu/compass/stories/10-11/2/literacy-center-2011.cfm
• Length: Between 700 and 900 words
• Regional focus is a requirement
• Stories should be submitted to Monica Chapman for consideration

Vision in Action - This special Compass series features the programs and initiatives through which Ohio University faculty are living out the University’s vision in their day-to-day lives.

• Length: Between 700 and 900 words
• Stories focused on faculty and/or regional campuses are preferred
• Stories should be submitted to Monica Chapman for consideration

Diversity and Inclusiveness – (info to come from GM)

Executive messaging

If you would like to send an all-campus email you must follow the parameters set forth in the Broadcast Electronic Communications Guidelines. They can be found here.

Step 4: Draft the content

Tips for Web Writing:

• Think of 4 ways of telling every story (texts, audio, image, video)
• Keep a 600-word limit on stories (if possible)
• Use headers for any story more than 300 words
• Use bolding on any stories under 300 words
• Links add context and depth without adding to the word count
• Write tight
• Don’t repeat yourself
- Keep paragraphs around 100-words
- Be obvious with titles/headers

Photos:

*Slideshow Image:* A photo to be featured in the Compass Top Stories slideshow. Photos should be 615X415 pixels.

*Compass Feature Image:* A photo to be featured in a news section of the Compass front door (Example: Campuses, Faculty & Staff, etc.). Photos should be 100X100 pixels.

*Story Image:* A photo to be featured to the left of the story. Up to three story images can be included with each Compass story. Photos should be 255 pixels wide. Height is variable, but under 200 pixels is suggested. Portraits should run 192X125 pixels. Photo credits and captions are required.

*Video:* Frame size for all video should be 435X268. (Other guidelines to come from Dave?)

*Related links:* Up to three hyperlinks can be included with each story. 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 (example: department websites, etc.).

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

*Proof read and fact-check:* It is assumed that all stories received by Compass editorial staff have gone through an initial editing process, which includes:

  a. Content edit
     - Edit so the story reads smoothly, flows well, and has an active lede
  b. Copy edit
     - Edit for grammar, punctuation, AP and UCM style
  c. Fact check
     - Facts should be checked to ensure the story’s accuracy
  d. Proofread
     - Close editing for grammar and polishing the story
  e. Source check
     - Often times, sources or departments will request to view/edit an article before it is published in Compass. Approvals need to be done prior to submitting a story and should be communicated to Compass staff.

*Step 5. Obtain reviews and approvals*

When a story is submitted to Compass from writers outside of UCM, it should have undergone all of the necessary approvals. UCM at times will also seek additional approvals if it is deemed necessary.

*Step 6. Submit to Compass*
UCM reserves the right to edit for AP and house style – Compass uses the AP stylebook as a primary
guide for text, but it does have some style exceptions

UCM reserves the right to hold for and obtain additional edits – Compass will always try to ensure that
each story is accurate, well written and satisfactory to the subjects of the story.

Format for submissions – Compass asks that stories are submitted via email in Microsoft Word if
possible.

Announcements, Accolades, Events – Compass encourages submissions for these three news items
using the forms provided on Compass. If you click the titles on the left column of Compass, a
submission form will be available.

Registering pages in CommonSpot – Web pages that exist on Ohio University sites other than
Compass can be registered in CommonSpot by Compass editors or Campus Communicators who are
authorized to register pages. The permission process can be sought by contacting Todd Stone in UCM.

Posting directly through CommonSpot – Campus Communicators who wish to post stories directly to
CommonSpot can be trained to do so by one of the UCM Internal Team staff members.

Submitting MS Word documents – Stories being submitted to Compass should be in Microsoft Word
and emailed to the appropriate member of the UCM Internal Team.

Submitting photos and video – Photos and video that accompany submitted stories should be emailed if
possible.

III. Getting help from UCM

Editing – UCM will always provide a final edit to all Compass text. Submitters should always perform
their own edits.

Training – UCM will provide CommonSpot training for Campus Communicators who request it. The
training will teach Campus Communicators how to "register external pages" or "build pages in
CommonSpot".

Photography and Video – By special request, UCM's expert staff will train Campus Communicators on
how to take better pictures and video for use in Compass and other promotional materials.

IV. COMPASS is just one part of your plan

While COMPASS readership is exceptionally high, make sure the communications plan for your event
or story includes 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.
- **Targeted emails.** Broadcast emails of a general nature—such as those highlighting an event—
generally have very low readership. In accordance with the university’s Broadcast Electronic
  Communications Guidelines, all-student/all-faculty, and all-staff emails also require time
consuming executive review. Instead, target your emails to a select audience who you know will have an interest.

- **Posters.** For events, posters in the college or department area can help increase awareness and attendance. Baker center also provides poster space and the Baker center monitors are available at very low per-week pricing.

- **Flyers.** While you should print responsibly, a few copies of flyers in strategic locations can help improve awareness and attendance at events.

- **Social media.** Facebook and Twitter are outstanding ways to reach students. Ohio University’s Facebook group has over 24000 members. Social media should be a key element in your communications plan.

V. Points of Contact

- **UCM.** Contact Todd Stone, Senior Manager, Internal Communications
  - stonet1@ohio.edu
  - x73213
- **Campus Communicators (list)**
V. Frequently asked questions

Q: “Does anyone really read COMPASS?”

A: About 38% of staff and 40% of faculty regularly open their COMPASS email. Most click through the links to at least one story. Over 60% of parents who have provided contact information read COMPASS, as do most board members. COMPASS is just one of several ways we deliver information to the campus community.

Q: “I want to send a broadcast email to all students, first those in the college and then all across campus, telling them about my new course. Can I?”

A: Deans are responsible for communications within their colleges. Your college communicator can help with formatting and so on. The Dean of Students as the representative of the VPSA has approval authority to release the “all students” list and to review all-student emails. However, COMPASS all-campus emails go out twice a week, enjoy strong open rates, and your message only requires the approval of your dean/director.

Q: “We have this great new academic program (lecture/event/other) we’d like to publicize. Can you write it up for us?”

A: In Ohio University’s distributed communications model, Academic Unit communicators are responsible for the day to day work of generating content.

Q: “I submitted a press release about my research and COMPASS didn’t publish everything I submitted. My grant is pretty specific on what must be published.”

A: Your grant may have specifics on what must be included in the press release when you send it out, but it certainly will not have directives on what must be published, because neither the grant originators nor your college nor UCM control what outside publications decide to publish. For COMPASS, we target 600 words for long articles, as our experience tells us that’s about the limit for online reading. Your college website may certainly publish the longer version in its news section, however.

Q: “I attended this great conference where members of my department, and other departments, exhibited their work. Why didn’t COMPASS cover that?”

A: University Communications and Marketing and the COMPASS staff are neither resourced to be able to attend off-campus events, nor are they charged with doing so unless specifically directed by the President or Provost. Coverage of such events is the responsibility of your department or college campus communicator.
Notes

Faculty and staff are encouraged to submit news by email or campus mail to COMPASS. The following guidelines will help readers decide which news items are appropriate for submission:

- **Accolades**
  - Professional activities and accomplishments by faculty, staff, or students. These include awards, honors, research, publications, etc.

- **Major, unique or international professional activities and accomplishments by faculty, staff, or students.**
  - Submit these to your department communicator
  - The communicator will send it to your UCM contact to determine if it is right for COMPASS

- **University-related events that are open to the public. These include lectures, arts events, academic conferences, presentations, award ceremonies, etc.**
  - If there is an event that is not open to the public but where members of the executive staff or Board of Trustees are present, a post-story may be appropriate.
  - Submit these to your department communicator
  - The communicator will send it to your UCM contact to determine if it is right for COMPASS

- **Annual awards given by the University. These include research, service, teaching and advising awards.**

- **News of deaths of current faculty, staff, students and donors.**

- **Need-to-know information for the campus community. These include parking and traffic updates, registration or grade submission deadlines, and changes to employee benefits.**

**Editorial tips for Compass submissions:**

- Has a word count of approximately 600 words or less

- When possible, submissions should contain art or multimedia links (pictures, video, sound, etc.)

- Should contain active hyperlinks where appropriate to guide readers to more information

- In general, stories should be written according to the rules of *The Associated Press Stylebook*
Compass/Compass Points in-house style guide

The following style guide serves as a quick reference for those producing news publications. For a more comprehensive guide, please refer to The Associated Press Stylebook.

**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. Only use the abbreviated form Dr. before a physician’s name, when necessary.

**academic degrees** The following forms are acceptable, depending on the degree of specificity desired

  - bachelor of science degree in chemical engineering (note: it is not acceptable to use bachelor’s of science degree)

  - bachelor’s degree in chemical engineering

  Refer to someone as pursuing an associate, bachelor’s, master’s, doctoral or doctor of osteopathic medicine degree. It is never a bachelors’ or masters’ degree. It is acceptable to say someone is pursuing a doctorate, but not a doctorate degree.

For *Ohio Today*, follow alumni names, on first reference, with their degree and year in all caps. Note the direction of the apostrophe.

  - Roderick McDavis, BSED ’70

  - Marcus Dahn, MAIA ’90 and PHD ’95

For Compass, please write out degree information when possible

  - Roderick J. McDavis, who earned his bachelor’s degree in education from Ohio University in 1970, serves as president.

**academic year** Use all four numerals of the first year and only the last two of the second year, separating with an en dash. Academic years begin with the fall semester.

  - The 2007–08 academic year will be a great one, for sure.

**acronyms** Use only the most recognizable (FBI, CIA, WOUB, ROTC). Avoid using OU for Ohio University. Acronyms do not take periods.

AP tells us to not put the acronym in parentheses. Simply use it on second reference. However, it is permissible according to UCM style for clarification.

  - The Ohio University College of Osteopathic Medicine will host a free childhood immunization clinic. The semester-ly clinic takes place on OU-HCOM’s mobile health van.

**addresses** When referring to specific rooms on campus, place the name of the building first, the number second. There is no need for the word “room.”
Use two-letter post office abbreviations only when ZIP codes are included in mailing address. For others, use the abbreviations found in the AP Stylebook (Calif., N.J., etc.).

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 Institutional Equity:

Ohio University is an affirmative action institution.

Ohio University is an equal employment/affirmative action institution.

**African-American** Note hyphen and capitalization. Also note that at Ohio University, we have the Department of African American Studies (no hyphen).

**alumni** *Alumni* is plural, *alumna* is feminine singular and *alumnus* is masculine singular. *Alumnae* is feminine plural. Alum(s) is sometimes used informally.

**alumni association** It’s the Ohio University Alumni Association. On subsequent reference, “alumni association” is lowercase.

**alumni names** For *Ohio Today*, follow alumni names on first reference in magazine text with the graduate’s degree and graduation year.

Bob Smith, BBA ’67, received a Pulitzer Prize.

**ampersand** Only use it if it’s in an official name.

Procter & Gamble employs many Ohio University alumni (and people often misspell Procter).

Ohio University Communications and Marketing

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

**apostrophe** In making figures plural, do not add an apostrophe before the “s”

the early 1900s
the late ’60s

Punctuate year of college classes with an apostrophe.

class of ’86 (note the small “c”)

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Associate’s, bachelor’s and master’s degrees should always be written with an apostrophe before the “s.” Never write masters’ degrees.

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

There is no apostrophe in the following:
Ohio University Visitors Center
Founders Citation
Moms Weekend
Dads Weekend
siblings Weekend
Sibs Weekend

Athena It’s a theater on Court Street owned by Ohio University and a yearbook produced annually. As a book of reference, the Athena yearbook is not in quotes or italics.

Athens International Film + Video Festival is held annually every spring. (Note the plus sign.)

Attack Cat This is the official athletic logo for Ohio University.

attribute When attributing a quote, use “source said,” not “said source.” The exception is when the source’s lengthy title follows their name.

“Blah, blah, blah,” Smith said.

“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 Note that the proper name includes "University"

board of directors It’s 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** This is the governing body of Ohio University. It includes nine voting members appointed by the Ohio governor, two nonvoting student trustees, an alumni representative and two nonvoting national trustees.

On first reference, it’s the Ohio University Board of Trustees. Retain the capitalization when referring just to the Board of Trustees, in keeping with AP style on capitalization.

**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 Tracks:** This is the class notes department of *Ohio Today*.

**book titles** Book titles go in quotation marks.

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

**byline** Include yours when submitting a story for *Compass* or *Ohio Today*. 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. Use capitalized Campus.

Chillicothe Campus will host a play on Friday.

**capitalization** When in doubt, do not capitalize.

Do capitalize official educational, occupational and business titles in front of the name but not after it.

President Roderick McDavis

Roderick McDavis, president of Ohio University

Dean David Descutner or David Descutner, 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 university departments when the official name is used

Department of English

English department

captions Captions are contained within photos on Compass. Simply write a complete sentence or a name for identification. For Ohio Today, if the caption is placed adjacent to the photo, the same applies. However, if a caption covers multiple photos, follow the style in this sample:

OPPOSITE PAGE: Jim Schaus poses with one of his heroes, longtime UCLA basketball coach John Wooden. ABOVE: Schaus is framed by Ohio University’s athletics facilities.

CLOCKWISE FROM TOP: “Dawn Meets Dusk” by Gloria Begay; Sally Delgado demonstrates weaving; D.Y. Begay (top left) and Whitney Fromholtz, BSC ’05, interview Glenabah Hardy (center).

centers Ohio University offers classes at two Regional Higher Education centers – Proctorville Center (part of Southern campus) and Pickerington Center (part of Lancaster campus) – in addition to the Athens campus and five regional campuses.

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.

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

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

College Gate This is the entranceway on the College Green.

The [college] Gate This 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
- College of Education
- College of Fine Arts
- College of Health and Human Services
- College of Osteopathic Medicine
- Honors Tutorial College
- Russ College of Engineering and Technology
- Scripps College of Communication
- University College

**colon** Colons were never meant to impede the normal course of reading. A colon is needed only when the transition to other content is notably abrupt. One more thing: Unless it’s a proper noun, the first word after a colon should only be capitalized if it is the beginning of a complete sentence. Colons are most often used preceding a list.

Some common lists for colons: people, places, things.

**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.

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.

Place a comma after digits signifying thousands (3,350 students), except when referring to year (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.

Do not use a comma in names ending in "Jr." 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.

fall 2007
fall semester 2007
November 1945

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

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.

Compass is Ohio University’s electronic news and information service found at www.ohio.edu/compass. It is refreshed around the clock, and faculty and staff receive an e-mail twice a week containing the latest news and stories about the University.

composition titles Periodicals go in italics. Books, lectures, movie titles, songs and parts of compositions (such as chapters) go in quotation marks. Book exceptions include the Bible and books that are primarily used as reference materials. AP has an extensive entry under “composition titles” that provides additional guidance.

Ohio Today
Outlook
The Athens News
“Moby Dick”
Encyclopedia Britannica
“Butch Cassidy and the Sundance Kid”
“Race and the Spectrum of Critical Consciousness,” a new colloquium ...

coursework
course titles These should be capitalized as proper names of courses
Dads Weekend Note the lack of an apostrophe.

dash The dash is not a hyphen. The dash sets some words off from others, rather than connecting words with others like the hyphen. But the dash is made with the hyphen key by making a space, two dashes and another space – the computer will automatically turn this into a dash.

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

data This word is used both as a singular and a plural, according to unit. Are you referring to one set of data or multiple data sets?

See entry for fact book if you’re looking for lots of data about Ohio University.

dateline For press releases, datelines should look like this:

ATHENS, Ohio (March 1, 2007) — Note the em dash.

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 went west in search of new lives.

dollars See money.

dorm or dormitory Avoid these. Use residence hall instead.

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.

e-mail

emeriti Emeriti is plural. For singular, use the gender forms and follow the word “professor.” Capitalize before the name; lowercase after.

Professor Emeritus Bob Smith

Jane Doe, professor emerita of chemistry

Let’s hear from the emeriti on this situation.
fact book For data about Ohio University and its students, faculty and other information that may not be readily available on an ohio.edu site, try the “Ohio University Fact Book,” available in pdf form at www.ohiou.edu/instre/factbook.pdf. It is maintained by the Office of Institutional Research.

fact checking Writers are responsible for ensuring their facts are correct. Editors should specify when assigning a story whether the writer should run the story past a primary source for fact-checking purposes. While unusual in the newspaper world, such a practice in a university setting helps ensure the best, most accurate information is provided to readers.

faculty Faculty is best kept to a plural use.

The faculty were honored at commencement. (Plural use)

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

foundation See (The) Ohio University Foundation.

Founders Day Note the lack of an apostrophe. The official date is Feb. 18.

freshman You can use freshman, freshmen and first-year student(s). Note lowercase.

Avoid this common mistake: He is happy in his freshmen year at OU.

greenhouse 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 organizations The word greek does not take a capital letter when referring to sororities and fraternities.

greens Full titles of greens take caps:

College Green

East Green

New South Green
headlines Please include a headline or head and subhead with story submissions. While it may be changed by a damn editor, this helps focus the writer and give the damn editor ideas. Don’t end a headline with a preposition. Begin with an initial capital letter and the rest is lowercase (except, of course, for proper nouns). If quotation marks are warranted, use single quotes.

Homecoming Capitalize when referring specifically to the university’s fall event, game or parade.

I can’t wait for Homecoming 2007.

hyphen Hyphens join words (unlike dashes, which set words apart).

Do not hyphenate adverbs if they end in –ly.

Ohio University is a nationally competitive research institution.

Compound modifiers do take a hyphen.

fall-semester classes
full-time student
out-of-state tuition

Do not hyphenate the words vice president.

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

Follow AP style and, with rare exception, do not hyphenate words beginning with “non.” Those containing a proper noun are among the rare exceptions.

nondegree
nonrefundable
non-German

Hyphenate dual nationality/ethnicity, such as African-American, Asian-American, etc. Do not hyphenate Latin American or French Canadian.

Do not place a hyphen between the prefixes “pre,” “semi,” “anti,” “sub,” “co,” and nouns or adjectives, except between nouns or adjectives that begin with a vowel or that are proper nouns.

Precollege
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.

institutional research See fact book entry.

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 it’s part of someone’s name.

Jimmy Jones Jr. is a forensic chemistry major.

links When referring to a website link by name, put it in quotes. For example, we might say:

Log on to 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 Ohio Today are in italics.

Majors and minors Don't capitalize.

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 Money is singular (kind of like data):
$100,000 is a mid-size amount for a research grant.

Put the dollar sign before figures. 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** Follow AP style and abbreviate the months Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when including dates. Do not abbreviate March, April, May, June and July.

Follow with the numeral for the day.

Sept. 1

April 15

In a full date, a comma is used after the year when the sentence continues.

Feb. 18, 1804, was the date Ohio University was chartered, and thus is considered Founders Day.

**names** Refer to people by their last name on second reference. We generally do not use middle initials, unless requested (one exception – always use Roderick J. McDavis). If you are referring to two people (married or brother/sister for example) 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, chairperson, department chair
- freshman — first-year student is an alternative, but freshman is acceptable
- ombudsman — ombuds
- best man for the job — best candidate
- man-made — 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. Use numerals for 10 and higher, including ordinal
numbers (14th, 21st). Use numerals, even if the number is below 10, when indicating the following:
ages, figures containing decimals, statistics, percentages, sums of money, times of day, days of month,
latitude and longitude, degrees of temperature, dimensions, measurements and proportions. But spell
out numbers less than one (fractions): one-tenth of 1 percent.

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

2 percent

ninth century

April 6

$150 million capital campaign

1861 through 1865

21st century

7:30 p.m.

7 p.m.

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

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

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”

Board of Trustees

Office of the President
Ohio Today  Ohio Today is a magazine published three times per year (January, May, September) by Ohio University Communications and Marketing in consultation with University Advancement. It reaches some 160,000 alumni and friends of the institution.

Ohio University  Generally, use “Ohio University” and avoid using OU in subsequent references (unless it’s a direct quote). Use OHIO (all caps) in place of "Ohio University" for marketing emphasis. You can use “Ohio” when it clearly refers to Ohio University, not the state of Ohio. Use “University” (capitalized) when referring to the institution on subsequent references without the word Ohio in front of it.

The Ohio University Foundation  It’s The Ohio University Foundation (with a capital T) and it is governed by a board of trustees. Use foundation (lowercase) on subsequent reference without The Ohio University part. 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.

OU-HCOM  This is acceptable on second reference to the Ohio University Heritage College of Osteopathic Medicine.

online

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

Ph.D.  It is not our style to include Ph.D. following a faculty member’s name unless there is a compelling reason. It is better to use “doctorate” or “doctoral degree” in stories, but Ph.D. is acceptable as well.

phone numbers  See telephone numbers.

Precollege  Note the capitalization and lack of a hyphen.
professors There are many configurations to this one:

- assistant professor refers to an untenured faculty member
- associate professor refers to a tenured faculty member who has not been promoted to full professor
- professor refers to a faculty member who is a tenured, full professor
- instructors are not considered faculty; they often are graduate students

quotation marks In headlines, use single quotes. See entries for comma and semicolon.

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

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

regional campuses Not branch campuses. They include:

- Ohio University-Chillicothe
- Ohio University-Eastern in St. Clairsville
- Ohio University-Lancaster
- Ohio University-Southern in Ironton
- Ohio University-Zanesville

or

Ohio University’s Chillicothe Campus

Or

the Zanesville Campus

research communications The Office of Research Communications is a good source of information about research going on around campus. See [http://www.ohio.edu/research/communications/](http://www.ohio.edu/research/communications/). Part of the Vice President for Research Office, research communications publishes Perspectives magazine and produces news releases.

residence hall This is preferred over “dorm” or “dormitory”

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

room numbers Room numbers come after the name of the hall/building.
schools Write and capitalize on full reference, lowercase otherwise. Use the word “and,” not the ampersand. E.W. Scripps School of Journalism; students in the school of journalism; journalism students. Use the full name of schools on first reference.

seasons Do not capitalize the seasons of the year. See semesters.

semicolons Semicolons often separate items in a list that require more than a comma but less than a period. Unlike commas, use a semicolon before the and in a series. Semicolons go outside of quotation marks.


Senates Key representative bodies at Ohio University include

- Administrative Senate
- Classified Senate
- Faculty Senate
- Graduate Student Senate
- Student Senate

senior Note lowercase. Use Sr. when part of a person’s name.

Sam Smith Sr. is an Ohio University alumnus.

sexism See nondiscriminatory language entry.

song titles Place song titles in quotation marks.

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

sophomore Note lowercase and spelling

Southeastern Ohio Note capitalization.

telephone numbers Separate numerals in a phone number with a hyphen.
Tier I, Tier II and Tier III These refer to general education requirements at Ohio University.

time When referring to the length of time an event occurs or occurred, use a word rather than a hyphen in between the times listed. The exception to this is when the event is for a listing rather than in text. Express time on the hour without zeroes. See entry for academic year.

  1 to 3 p.m.
  1:30 to 3:30 p.m.
  noon to 1 p.m.
  2002 through 2006
  Every other Tuesday, Walter Hall, 2-6 p.m.

titles Capitalize all academic and business titles when they appear in front of the name; this is their official title. Do not capitalize titles when they follow the name; this refers to the job.

  President Roderick McDavis
  Roderick McDavis, president of Ohio University
  Distinguished Professor of Physics David Drabold
  David Drabold, distinguished professor of physics, will speak on subjects totally incomprehensible to the rest of us.

For books, periodicals, songs, etc. see composition titles entry.

theater It’s the Ohio University School of Theater. Only use theatre when citing the name of a group that spells it that way (with an “re”).

  Baker University Center Theatre

upperclass

Urban Scholars Program

visiting professor A faculty member who is serving the University for a designated length of time and is not a tenure track employee.

website and Web page addresses Capitalize Web (as well as Internet).

Drop http:// The Ohio University front page is www.ohio.edu. When referring to this URL in display type drop the www, instead referring to ohio.edu.

For some university URLs, the “www” and “ohiou” are needed because of differences in technical setup. If in doubt, try to access the URL before referring to them that way in print.
List all relevant websites and links in releases and articles. When instructing the reader to click on a link, put it in quotation marks.
Compass publishing for campus communicators

**Purpose:** One of the Internal Communications Team's most effective and recognizable tools of communication is the online news source COMPASS.

The Team wants has set clear guidelines for Campus Communicators and campus communicators for to post articles on COMPASS themselves.

The goal for colleges and departments should be for their Campus Communicators to be able to post articles to COMPASS independently.

**Requirements:** Because of the difficulties editing an article in CommonSpot, the University's content management system (CMS), the college/department should have a consistent track record of high-quality, clean work.

This includes:

- Fewer than two edits needed, on average, per submitted article
- All articles adhere to AP and UCM house style
- A history of consistent, open communication with the UCM contact
- Extremely rare alteration needed due to inaccuracies/ high level of accuracy needed

Once these habits are established, the Internal Communications Team Contact will train the Campus Communicators posting articles through CommonSpot. The contact will work with OIT to obtain the proper permissions.

Articles submitted to COMPASS must be:

- Of interest to the University at-large
  - Does not mean that features, niche, and need to know information cannot be submitted
- Timely
  - Post-stories should be no more than one week after the event
  - Preview article should be no more than two weeks prior to the event
- Accurate
- Use high-quality images/graphics when used

Campus Communicators will not be approvers – meaning that unless the Campus Communicators is registering an external url, an article that "lives" somewhere other than COMPASS, but is linked to on COMPASS, the posted article will not immediately appear on COMPASS. A member of the Internal Communications Team must approve the page and copy before it can go "live."

Once permission is granted by OIT for a Campus Communicators to post to Compass, and the Campus Communicators has completed training, the Internal Communications Team can retract permission at any time if there is a slip in quality, classified as a general decline in the quality of writing or becoming lax on any one of the above bullet points.
About Compass: The Internal Communications Team at University Communications and Marketing (UCM) is committed to help empower campus communicators and public information officers (Campus Communicators) to transmit their news and information to interested parties in an efficient manner.

Campus Communicators regularly send news and feature articles to their contact on the Internal Communications Team to post to Compass. Editing and posting these articles can be time-consuming for the Internal Communications Team and there is the possibility of an article falling through the cracks and not making it onto COMPASS.

Other options: Several Campus Communicators who have news sections on their own website currently post links to those news articles on COMPASS, called "registering a url." There has been much success with this.

For more minor achievements or events, Accolades, Announcements, or Calendar of Events entries may be the most useful method of information sharing. You can submit an Accolade here. You can submit an Announcement here. You can submit an entry to the Calendar of Events by clicking here (OAK ID and password required).
<table>
<thead>
<tr>
<th>Compass News Writing Rubric</th>
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</thead>
<tbody>
<tr>
<td><strong>Reporting</strong></td>
</tr>
<tr>
<td>Lacks sources</td>
</tr>
<tr>
<td>Didn’t research</td>
</tr>
<tr>
<td>Misused facts</td>
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<tr>
<td>Didn’t get the right kind of information</td>
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<tr>
<td>Didn’t ask the right questions</td>
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<tr>
<td>Few sources</td>
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<tr>
<td>Lacks research</td>
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<tr>
<td>Some misused facts</td>
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<tr>
<td>Doesn’t seem to understand the information</td>
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<tr>
<td>Didn’t ask important questions</td>
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<tr>
<td>Could use more sources</td>
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<tr>
<td>Could use research</td>
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<tr>
<td>Has basic facts</td>
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<tr>
<td>Seems to have information</td>
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<td>Asked important questions</td>
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<tr>
<td>Has good sources</td>
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<tr>
<td>Researched topic</td>
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<tr>
<td>Understands information</td>
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<tr>
<td>Asked important questions of the right people</td>
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<tr>
<td>Has awesome tougher-to-get sources</td>
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<tr>
<td>Researched topic</td>
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<tr>
<td>Understands topic</td>
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<tr>
<td>Asked important questions of the right people</td>
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<tr>
<td><strong>Quotes</strong></td>
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<tr>
<td>Very few quotes</td>
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<tr>
<td>No use of indirect quotes</td>
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<tr>
<td>Doesn’t attribute correctly</td>
</tr>
<tr>
<td>Quotes don’t say anything</td>
</tr>
<tr>
<td>Few quotes</td>
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<tr>
<td>No use of indirect quotes</td>
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<tr>
<td>Lacks attribution</td>
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<tr>
<td>Quotes don’t say much</td>
</tr>
<tr>
<td>Some good quotes</td>
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<tr>
<td>Uses indirect and direct quotes</td>
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<tr>
<td>Correctly attributes</td>
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<tr>
<td>Quotes add to the story</td>
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<tr>
<td>Good quotes</td>
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<tr>
<td>Uses indirect and direct quotes</td>
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<tr>
<td>Correctly attributes</td>
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<tr>
<td>Quotes add to the story</td>
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<tr>
<td>Excellent quotes</td>
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<tr>
<td>Uses indirect and direct quotes</td>
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<tr>
<td>Correctly attributes</td>
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<tr>
<td>Quotes answer the “why” and tell stories</td>
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<tr>
<td><strong>Quality</strong></td>
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<tr>
<td>Boring, uninteresting lead</td>
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<tr>
<td>Tells Instead of shows</td>
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<tr>
<td>Lacks description</td>
</tr>
<tr>
<td>Asks questions</td>
</tr>
<tr>
<td>No subheads or lists</td>
</tr>
<tr>
<td>Very difficult readability</td>
</tr>
<tr>
<td>Poor word choice</td>
</tr>
<tr>
<td>Transitions are needed or are redundant</td>
</tr>
<tr>
<td>Very choppy</td>
</tr>
<tr>
<td>Poor grammar</td>
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<tr>
<td>Lackluster lead</td>
</tr>
<tr>
<td>Tells Instead of shows</td>
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<tr>
<td>Little description</td>
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<tr>
<td>Asks questions</td>
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<tr>
<td>Difficult readability</td>
</tr>
<tr>
<td>Transitions are choppy or redundant</td>
</tr>
<tr>
<td>Somewhat choppy</td>
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<tr>
<td>Some bad grammar</td>
</tr>
<tr>
<td>Basic lead</td>
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<tr>
<td>Tries to show</td>
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<td>More than tell</td>
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<tr>
<td>Pretty good description</td>
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<tr>
<td>Avoids questions</td>
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<tr>
<td>Non-descript subheads,</td>
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<td>Some poor word choices</td>
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<td>Mediocore readability</td>
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<td>Transitions help</td>
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<tr>
<td>Flow of story</td>
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<tr>
<td>A little choppy</td>
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<tr>
<td>Few grammatical errors</td>
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<td>Enjoyable lead</td>
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<td>Shows more than tell</td>
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<td>Good description</td>
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<td>No questions</td>
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<td>Good use of subheads and lists</td>
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<td>Transitions add</td>
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<tr>
<td>Information to the story</td>
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<td>Most language is precise</td>
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<tr>
<td>Good readability</td>
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<tr>
<td>Pretty smooth</td>
</tr>
<tr>
<td>Very few grammatical errors</td>
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<tr>
<td>Captivating lead</td>
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<tr>
<td>Shows more than tell</td>
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<tr>
<td>Great description</td>
</tr>
<tr>
<td>No questions</td>
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<tr>
<td>Artful use of subheads and lists</td>
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<tr>
<td>Artful word choice</td>
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<tr>
<td>Excellent readability</td>
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<tr>
<td>Indirect quotes as</td>
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<tr>
<td>Transitions make</td>
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<tr>
<td>the story flow</td>
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<tr>
<td>Smooth writing</td>
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<tr>
<td>No grammar errors</td>
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<tr>
<td><strong>Visuals</strong></td>
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<tr>
<td>No visual elements</td>
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<tr>
<td>Minimal visual elements</td>
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<tr>
<td>Poor quality photographs</td>
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<tr>
<td>Photos are irrelevant to story</td>
</tr>
<tr>
<td>Incomplete captions</td>
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<tr>
<td>Some visual elements</td>
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<tr>
<td>Photographs are average quality</td>
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<tr>
<td>Photos are somewhat</td>
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<tr>
<td>Relevant to story</td>
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<tr>
<td>Captions provide some context</td>
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<tr>
<td>Some visual elements</td>
</tr>
<tr>
<td>Photos are of good quality</td>
</tr>
<tr>
<td>Photos are very relevant to story</td>
</tr>
<tr>
<td>Captions are informative</td>
</tr>
<tr>
<td>Many visual elements</td>
</tr>
<tr>
<td>Top-quality photos</td>
</tr>
<tr>
<td>Photos visually assist in telling the story</td>
</tr>
<tr>
<td>Captions are informative and contextual</td>
</tr>
<tr>
<td><strong>Value</strong></td>
</tr>
<tr>
<td>Story has no relevancy to Compass readers’ work/lives</td>
</tr>
<tr>
<td>Story does not have direct tie to readers’ work/lives, but is of general interest</td>
</tr>
<tr>
<td>Story has some bearing on some Compass readers’ work/lives</td>
</tr>
<tr>
<td>Story content will impact the majority of Compass readers’ work/lives</td>
</tr>
<tr>
<td>Story content heavily affects the work/lives of entire Compass readership</td>
</tr>
<tr>
<td>Score Sheet:</td>
</tr>
<tr>
<td>------------------------------------</td>
</tr>
<tr>
<td>20% Reporting</td>
</tr>
<tr>
<td>20% Quotes</td>
</tr>
<tr>
<td>20% Quality</td>
</tr>
<tr>
<td>20% Visuals</td>
</tr>
<tr>
<td>20% Value</td>
</tr>
<tr>
<td><strong>TOTAL SCORE:</strong></td>
</tr>
</tbody>
</table>

How to upload an article to Compass (www.ohio.edu/compass)

Please note: Unless you have been given authorization by UCM and OIT, you cannot upload an article to Compass. If you are interested in gaining such authorization, please contact Managing Editor of Compass George Mauzy at mauzy@ohio.edu.

Login to http://author.oit.ohio.edu/secure.cfm with your OAK ID and password using Firefox or Internet Explorer. (Firefox is preferred for Windows and is the only CS-compatible browser for Mac, so do NOT use Safari or Chrome.)

After logging in, type 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 it.
A drop down menu will appear. Select "View Page in CommonSpot." The page will refresh and a toolbar. It should look like this.

Click "New," then "Page."

In Create Page box click "+" sign next to Compass, then the "+" next to stories, then appropriate + next to Academic Year (eg. 11-12), then click yellow folder of current month (5 is May).
In Template Gallery box, click Category, then UCM Compass, then "Next."

The Template Gallery will expand. Choose “Compass Story Final (template).” Click "Next."
The popup will change and now say "Create New Page." Enter the following in the blanks.

1. **Name**: Enter the document name (keyword-keyword); e.g. “McDavis-Ghana-“Title: Enter the headline of the story.

2. **Title Bar Caption**: Enter a short reference to the story subject. (This could be the headline repeated.) This is what appears at the tab on your browser.

3. **Description**: Enter a nut graph or a well-written summary that makes people want to read more. Include dates and locations. Maximum of 50 words.

4. **Category**: Select UCM – Compass from the dropdown menu

5. **Keywords**: Not functioning properly so we'll revisit later. Leave blank for now.

6. **Publication Date**: Click the calendar icon if the story needs to go live on a date other than the current date. (8 a.m. for future stories)

7. **Confidentiality**: Ignore (Default settings are fine.)

8. **Include in**: Leave Page Indexes box checked

9. **Expiration**: Leave default (Content does not expire)

10. Click “Next.”
The "Custom Properties" popup will appear. Click the "Compass Categorization" tab. Fill in the data in the following way:

1. **Routing Categories**: These are the website that will feature your article in their newsfeed. Check all that apply.

2. **News Briefs**: Check no.

3. **Front Door**: Do you want this story to appear in the "News" section of Ohio.edu? If so, check "Yes."

4. **Front Door Image**: Click selected image and insert picture if in featured space (180x160 px is size).

5. **Slideshow Image**: Upload a photo if this story is to be featured in the Compass Top Stories slideshow. Photos should be 615X415 px.

6. **Compass Feature Image**: Upload a photo if this story is to be featured in a news section of the Compass front door (Example: Campuses, Faculty & Staff, etc.). Photos should be 100X100 px.

7. **Specialization**: Click none, top story or featured, depending on where the story will appear on the Compass front door.

8. **Categories**: Check “Headlines” and one other box to determine where this story will appear on the Compass front door.

9. Click Finish
You're now looking at your page. In the center column, where the body of the article will be, to the left side are three grey gear icons. You'll use this to populate the body of the article.

**Upload a Video**

1. Click on the first gray gear icon
2. Click on “More.”
3. Check “Custom Render Handler.”
4. Select “You Tube Custom video Handler.”
5. Select "Next."
6. The popup should disappear. Click back on the first gray icon and select "Data."
7. Input the url of the video you are embedding.
8. Click "Save."

**Uploading Editorial Content:**

Click second gear to insert story in Compass Story Data. When you hover over it "Compass News Story" should appear.

a. **Subtitle:** Enter a subtitle if desired.
b. **Publication Date:** Enter a publication date.

c. **Author:** Type author’s name or “From Staff Reports”

d. **Story:** Enter the story text after formatting has been stripped by copying the article out of Notepad.

   i. Ensure that the body of your article is in "Paragraph" formatting, not "Normal."

---

**Uploading photos**

1. Click the second tab labeled "Compass Story Photos"

2. "Main Image" is the image at the center, below the title, but above the body of the article. This space is used only for banners. (435 px wide)

3. Up to three images can be used. Click "Select Image."

4. Click "New." Then click "Browse." Select the desired photo from your files and click "Open." Story photos should run 255 px wide. Height is variable, but under 200 px is suggested. Portraits should run 192X125 px.

5. Description will automatically filled by the file name. Click "Save."

6. Change the "Alternate Image Text" to be descriptive of the image. People will see this when they mouse over the image. Click "Save."

7. Enter photo captions for each image.
8. Enter photo credits for each.

**Additional information**

1. Add URLs for up to three related links.
2. Add up to three sidebars. Like the body of the article, these must also be stripped of formatting prior to being pasted into the "Sidebar sections.
3. Sidebar titles should be formatted as "Header 4."

**Submitting pages for approval:**

1. Now that you have made changes to the article, the grey gear has turned yellow. Click on the yellow plus sign anywhere on the page. A dropdown menu will appear.

2. Choose “Submit Page.”

3. A popup will appear that says "Submit All Changes for Publication." Uncheck "compass.approver (Publisher)" and check "Send approvers notification email." Your popup
should look like this, except with a different email in the long, white fill-in box.

4. An email will go to all approvers, so the approver on call will need to approve or send back the story.

Making revisions after publication:

1. Only do these steps after the story has been approved.
2. Make certain you are on author.admsrv.ohio.edu, and navigate to the story.
3. Repeat steps to upload COMPASS article to view page in Commonspot.
4. Choose a little pencil in upper right-hand side of the element.
5. Make your change.
6. You should see a little yellow arrow on the top left.
7. Resubmit the page by clicking on the yellow array (submit page).
8. Click OK.
9. The page will go to the approver again.
10. To change the title page while in edit mode, go to the “Properties and Actions” tab and select “Standard Metadata.” Make the change in the “Title: field and click “Finish.”
How to register a URL to Compass

A registered URL is when a link for an article housed on another Ohio University website appears on Compass. If a campus communicator has their own news website, this is a fast and easy option to place articles on the University’s primary news website, Compass. As with uploading an article to Compass, authorization must be granted by UCM and OIT before a campus communicator can register a URL.

Login to [http://author.oit.ohio.edu/secure.cfm](http://author.oit.ohio.edu/secure.cfm) with your OAK ID and password using Firefox or Internet Explorer. (Firefox is preferred for Windows and is the only CS-compatible browser for Mac, so do NOT use Safari or Chrome.)

After logging in, type 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 it.
A drop down menu will appear. Select "View Page in CommonSpot." The page will refresh and a toolbar. It should look like this.

Click "New," then select "Registered URL" from the dropdown menu.
A “Register URL” popup will appear. Click the "+" sign next to Compass, then the "+" next to stories, then appropriate + next to Academic Year (ex. 11-12), then click yellow folder of current month (5 is May).

Now you'll see a new "Register URL" window. It should look like this.
Enter the following in the blanks.

11. **URL**: This is the URL of the page you are posting a link of on Compass

12. **Title**: This is the headline that will appear on Compass

13. **Description**: Enter a nut graph or a well-written summary that makes people want to read more. Include dates and locations. Maximum of 50 words.

14. **Category**: Select UCM – Compass from the dropdown menu

15. **Keywords**: Not functioning properly so we’ll revisit later. Leave blank for now.

16. **Publication Date**: Click the calendar icon if the story needs to go live on a date other than the current date. (8 a.m. for future stories)

17. **Confidentiality**: Ignore (Default settings are fine.)

18. **Include in**: Leave Page Indexes box checked

19. **Expiration**: Leave default (Content does not expire)

20. Click “Next.”

The "Custom Properties" popup will appear.
Fill in the data in the following way:

21. **Routing Categories:** These are the websites that will feature your article in their newsfeed. Check all that apply.

22. **News Briefs:** Check no.

23. **Front Door:** Do you want this story to appear in the "News" section of Ohio.edu? If so, check "Yes."

24. **Front Door Image:** Click selected image and insert picture if in featured space (180x160 px is size).

25. **Slideshow Image:** Registered URLs cannot appear in the Compass slideshow due to a quirk of the software.

26. **Compass Feature Image:** Upload a photo if this story is to be featured in a news section of the Compass front door (Example: Campuses, Faculty & Staff, etc.). Photos should be 100X100 px.

27. **Specialization:** Click none, top story or featured, depending on where the story will appear on the Compass front door.

28. **Categories:** Check “Headlines” and one other box to determine where this story will appear on the Compass front door.

29. Click Finish

Refresh Compass in your browser, and your link should be on the website.
Electronic broadcast communications use guidelines

Purpose. The purpose of these guidelines is to establish guidance and parameters for the use of broadcast electronic communications (broadcast emails, broadcast texts, and the Ohio University portal) used to communicate with the entire university or significant subsets thereof.

Scope. These guidelines cover university-wide electronic communications to internal audiences. 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.

Nothing in these guidelines should be construed so as to prohibit communications between faculty and students or other official communications necessary to efficiently and effectively conduct the normal daily business of the university.

Definition

"Electronic communications" are defined as:

- Broadcast emails, commonly known as “all-campus,” “all-student,” or “all faculty and staff” emails.
- Broadcast text messaging
- Broadcast Portal messaging
- Targeted to the entire University community or a significant subset thereof.

Guidelines

1. Electronic broadcast communications are for University business only. Ohio University electronic broadcast communications for students, faculty, and staff are official communications channels of the university and designed for and have as their primary purpose communications in support of the university’s mission.

2. Proposed broadcast electronic communications must into one of the following categorized categories to be approved for distribution. These categories also determine the priority for distribution:

   Emergency - Highly important, time-sensitive messages emergency notices such as security alerts or campus closings due to weather, such as OHIO!Alert and related messages
   Official - Highly important, non-emergency messages such as government reporting requirements, student grade report distribution, financial aid award notices, notification of records holds or policy changes, and student class schedules.
Informational - Other non-emergency messages that are directly related to University business or academic operations.

3. Depending upon the target audience, broadcast electronic communications and the use of distribution list or lists of email addresses will be subject to review and approval as follows. The unit head in the following areas may designate one or more persons authorized to review and approve these lists and message distribution.

- All faculty – Office of the Provost
- All administrators – Human Resources
- All classified staff – Human Resources
- All bargaining-unit staff – Human Resources
- All employees – Human Resources
- All students – Student Affairs
- All undergraduate students – Student Affairs
- All undergraduate applicants or admitted (not yet enrolled) students—Undergraduate Admissions.
- All graduate students – The Graduate College
- All regional campus students, faculty and/or staff – Outreach and Regional Campuses
- Entire University community – Office of the President

Broadcast electronic communications will be distributed after the appropriate University authority has approved the message.

4. Planning unit heads may approve distribution of broadcast electronic communications to students, faculty and/or staff who are exclusively within their units. For example, the Dean of a College may approve distribution of communications to students or faculty within his or her 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.

5. Faculty and staff individuals in an official administrative position have the right to contact staff or students under their scope of administrative responsibility without prior permission.

6. The Bursar, Student Financial Aid, Finance, Human Resources, Information Technology, OUPD, CIRT, Residential Housing, and Registrar may direct broadcast communications to students, faculty and staff in order to conduct official University business or for emergency purposes without other approval.
7. Each University Senate may direct broadcast communications to its constituents about matters of the Senate's concern, without other approval.

8. 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.

9. The expectation is that users will read their email and other electronic communications. The university and its departments, colleges, and other agencies and faculty, students, and staff may use electronic communications for notification of actions necessary on the part of recipients.

10. 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.

11. 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.

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

13. Sensitive or private data must never be sent in broadcast electronic communications. Sensitive or private data includes but is not limited to SSN’s, grades, account numbers and balances, and other information. When in doubt, do not send and consult with OIT, UCM, or University Legal Affairs.

14. Use Ohio University electronic communications for Ohio University business. Ohio University email, text, and portal are the preferred communications solutions 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.

15. 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, text message, or portal frequently.
- Not all members of intended audiences have activated University-provided 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.

16. Individuals, departments, organizations which need to send messages to large portions of the university community should not rely on broadcast electronic communications as the sole methods for communications to their audiences. Individuals and organizations should consult University Communications and Marketing for assistance in developing a communications plan to ensure their message is received and understood.

17. Only University-affiliated entities (e.g. planning units/divisions, departments, schools, recognized organizations, registered student organizations) are eligible to propose broadcast electronic communications.

18. The Office of University Communications and Marketing (UCM) is available to assist unit heads with review of the content, appropriateness of channel, and formatting of any broadcast electronic communications to ensure message consistency and accuracy. In any event, broadcast electronic communications subject to Presidential approval will include review by UCM.

19. At the university level, the individual approving the broadcast electronic communication will determine whether or not individual recipients will be able to “opt out” of (remove themselves from) the list on which the broad 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 definitions below).

20. 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.

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

• The Ohio University Portal—contact OIT for access.
• OHIO UNIVERSITY COMPASS, the official news source for Ohio University,
• OHIO UNIVERSITY COMPASS POINTS, a faculty and staff targeted bi-weekly email newsletter, is a high-readership tool that may also be used for faculty and staff need-to-know information. Contact University Communications and Marketing for more information.

22. Broadcast email messages should follow the below proven practices for more effective and efficient communications.

• Subject headers must be clear and concise. This line must not be left blank.
• The office, organization, or owner of the message must be clearly identified.
• All email messages must contain a valid reply-to email address.
• The message length should be kept as short as possible. Detailed information should be placed on a web page with a web link in the email message.
• Broadcast electronic messages should be written using proper grammar, language, and punctuation. Messages will not be racist, sexist, or otherwise discriminatory or have or imply messaging which would be inconsistent with an agency of the government of the State of Ohio or with the character, nature, mission, or policies of that government or of Ohio University. If in doubt contact University Communications and Marketing.
• A clear, concise, straightforward listing of information using such techniques as bullet points, numbered lists, conversational style, and easily accessible language are most preferred and most effective.

• The content of the Web site referred to in the message approved by the appropriate administrator at the time of the request will not be substantially altered after approval has been granted.

• Do not include attachments with mass emails.

23. The Office of Information Technology (OIT) will administer the technology process for accepting, reviewing, and distributing approved broadcast electronic communications and preventing distribution of unapproved broadcast electronic communications. This process will detail technical requirements necessary to assure efficient processing of requests. Proposed broadcast electronic communications must be submitted according to the process administered by OIT.
How to plan and implement an organizational communications campaign

The purpose of this document is to provide Ohio University campus communicators with a “short form” guide to communications planning and execution.

This cookbook works for both one-time events and long-term communications needs.

The result of this planning process is a crisp, one to three page plan outlining the purpose, desired results, audiences, channels to be used, timeline, and responsibilities. Examples are at the end of this document. Simply copy and modify the examples to fit your specific communications need.

Remember to coordinate with UCM—we can provide insight, expertise, and links to resources to make your communications task easier and more effective.

Expedited steps in Communications Planning

1. Identify purpose
   a. Why is this project necessary?
   b. What is most important for you to communicate?
   c. Who are your primary and secondary audiences?
   d. What, ultimately, do you want to accomplish?

2. Determine a concept
   a. What is our primary goal?
   b. What can your office commit to doing?
   c. What can University Communications and Marketing (UCM) commit to?

3. Determine methods of execution
   a. Compass article
      i. Composed by department, not UCM
      ii. Must follow "Compass Submission Guidelines" (see other document)
      iii. Should provide an image or at least 85 dpi
          1. Vertical images 200 px wide
          2. Horizontal images 255 px wide
          3. Provide photographer information for all images
          4. Provide caption information for all images
      iv. Give notice of article about a week before publication
      v. Submit article at least one day before publication
         1. UCM reserves the right to edit the article for AP and house style
      vi. UCM will ensure article is sent in biweekly, all-campus COMPASS or COMPASS POINTS emails
      vii. In the event of a "Photo Essay"
          1. Should between 5-10 images, of at least 85 dpi
          2. Images should be 615-800 px wide
          3. Provide a brief article, approx 150-250 words
          4. Provide captions for all images
          5. Provide photographer information for all images
   b. Press releases
i. These guidelines apply if a project has been initiated with Internal Communications, but it is determined at a news release or other external communication is required

1. Internal communications will notify External Relations of the client's request.
2. The client will be contacted by a member of the External Relations Team
3. External Communications will happily assist in the composition of press releases
   a. Often it is more efficient for clients to write releases, as the subject matter experts
   b. The External Relations Team almost always write general news releases or releases pertaining to the university as a whole or to a university initiative, event or project
4. UCM reserves the right to edit releases before they are distributed and cannot guarantee that a release will be picked up by media
5. For projects or initiatives that are fully based on external communications, public/media relations or marketing
   a. Contact the External Relations Team
   b. They will help the client strategically plan a communications project
   c. Does not need to go through Internal Communications first

c. Social media
   i. If you already have a social media account
      1. Make sure that Gabrielle Johnston (johnstog@ohio.edu) and Katie Quaranta (quaranta@ohio.edu) are aware of its handle
         a. They manage the official University Twitter feed and Facebook page
      2. Inform them via email beforehand your intended tweet/Facebook schedule
   ii. If you do not have a social media account
      1. Internal communications will liaise between client and social media team, but cannot guarantee that social media will be picked up
      2. Best bet is to have this distributed via a departmental social media and picked up by the University

d. Posters/flyers
   i. Internal communications will liaise between client and creative services
   ii. Internal communications will provide a template for a flyer
      1. Client responsible for using template and for printing cost

e. Baker digital displays
   i. A powerful tool to relate to students
      1. A typical PowerPoint slide is the proper dimensions
         a. For a fee, UCM can design a slide for you
      2. Up for one week
      3. Contact Event Services
4. Can do so here: [http://www.ohio.edu/center/display/index.cfm](http://www.ohio.edu/center/display/index.cfm)

f. Logo/website/photo/video
   i. UCM is happy to work with you to most effectively get the word out on your event
   ii. Internal communications will liaise between client and creative services

1. To submit a service request contact is Stephanie Elmore (elmores@ohio.edu)
   a. There is a charge for these services

4. Construct a communications plan and execution matrix

See the attached samples

Sample:

Communications Plan for faculty and staff convocation

**Purpose:** What will this communication plan accomplish?

Ex: This plan outlines major communications in support of the Ohio University Faculty and Staff Convocation (FSC) that will occur on Thursday, Sept. 8, 2011 at 3:00 p.m.

**Concept:** Give an overview of the communications plan. Who will do what? What are we primarily committing to do?

Ex: University Communications and Marketing (UCM) will assist the president's office in providing communications to the Ohio University community – across all campuses. UCM will

- Provide written copy, primarily written by Colleen Kiphart, for articles to the president's office for approval
- For all communication UCM will edit for Ohio University AP and online style (as appropriate)
- Forward press releases to UCM external comms team and social media,
- Post to COMPASS and COMPASS POINTS, and ensure the “push” of these articles in appropriate all campus emails.
- UCM creative services will also coordinate with the president's office to prepare the requested video contribution.

The Office of the President will coordinate for:

- President’s Remarks/presentation content
- Management of President’s schedule
- Ushers for VIPs
- Convocation space (open/close/seating)
- Security
- Video streaming
- Refreshments
- Sound/AV
- Distinguished professor for introduction of the President
- Cost center account for video streaming and yard signs

**UCM Internal Communications:** This line should stay consistent (Ex: The below matrix outlines the communications plan to internal audiences)

**UCM External communications:** Speculate about what the public relations team can do for this project, if anything. Keep in mind that they will need to review, revise and approve any communication plan that includes them before it goes out. Ohio University's social media accounts are the provenance of external relations. (Ex:

PR: A news alert will be prepared and released approx. 2 weeks prior.

Advertising: external—none. Internal—Baker monitor ads (see schedule), yard signs

Social Media: UCM will use the Ohio University Twitter feed (@ohiou) to communicate updates about the FSC.)

**Design/Creative support:** Will you need a logo, sign, website, or any video, graphic or photo support? Even if you are doing it yourself and will only need a consult, list it here. (Ex:

UCM will provide design support in the form of a template for the presentation as well as copy and design for Baker Center monitor ads.

UCM will provide a “year in review” summary Highlighting the Green video as lead in.)

**Timeline/Execution Matrix:** Your matrix should be set up exactly like this. You can be vague with due dates more than a month in the future, but, whenever possible, try to peg an exact date. I will go over audiences with you beforehand. But, the matrix is a good place to brainstorm all the possibilities for internal communications of a topic.

<table>
<thead>
<tr>
<th>Date</th>
<th>Date submitted</th>
<th>Channel</th>
<th>Audience</th>
<th>Message</th>
<th>Approver</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/7/11</td>
<td>7/6/11</td>
<td>Compass Points e-mail</td>
<td>Faculty and Staff, Boards</td>
<td>Save the date for FSC (8/8)</td>
<td>BW</td>
<td>TS</td>
</tr>
<tr>
<td>8/1/11</td>
<td>7/28/11</td>
<td>Personal e-mail</td>
<td>Senate chairs</td>
<td>Inform constituents of convocation,</td>
<td>BW</td>
<td>BW</td>
</tr>
<tr>
<td>8/1/11</td>
<td>7/28/11</td>
<td>Personal e-mail</td>
<td>DDD</td>
<td>Inform office of FSC</td>
<td>BW</td>
<td>BW (for RM)</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Subject</td>
<td>Stratum</td>
<td>Details</td>
<td>Approver</td>
<td>Approved By</td>
</tr>
<tr>
<td>-----------</td>
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<td>-----------------------------------</td>
<td>---------</td>
<td>-------------------------------------------------------------------------</td>
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<td>----------------------------------</td>
</tr>
<tr>
<td>8/4/11</td>
<td>8/11</td>
<td>Compass Points e-mail</td>
<td>Faculty, staff</td>
<td>Reminder of FSC</td>
<td>BW TS CK</td>
<td></td>
</tr>
<tr>
<td>8/10/11</td>
<td>8/8/11</td>
<td>Approval of yard sign design</td>
<td>President's office staff</td>
<td>Submit any revisions before order is made</td>
<td>TS BW SS</td>
<td></td>
</tr>
<tr>
<td>8/22/11</td>
<td>8/18/11</td>
<td>Baker ads Yard signs?</td>
<td>Faculty, staff</td>
<td>Repurpose flyer and logo to inform about convocation</td>
<td>BW TS MK SS CK</td>
<td></td>
</tr>
<tr>
<td>8/22/11</td>
<td>8/22/11</td>
<td>Deploy yard signs</td>
<td>UCM staff</td>
<td>Place signs in strategic locations in Athens</td>
<td>BW TS CK</td>
<td></td>
</tr>
<tr>
<td>8/22/11</td>
<td>8/18/11</td>
<td>Compass, Compass e-mail</td>
<td>Faculty, staff</td>
<td>Preview article about FSC</td>
<td>BW TS CK</td>
<td></td>
</tr>
<tr>
<td>9/1/11</td>
<td>8/29/11</td>
<td>Compass Points e-mail</td>
<td>Faculty, staff</td>
<td>FSC Matters-President's welcome message to faculty, staff focuses heavily on FSC</td>
<td>RM BW RM/BW</td>
<td></td>
</tr>
<tr>
<td>9/1/11</td>
<td>9/1/11</td>
<td>Compass</td>
<td>OIT</td>
<td>Confirm streaming capability for FSC</td>
<td>CK CK</td>
<td></td>
</tr>
<tr>
<td>9/5/11</td>
<td>9/2/11</td>
<td>Baker ad</td>
<td>Faculty, staff</td>
<td>Alter message to focus on specific topics to be discussed</td>
<td>BW TS MK SS CK</td>
<td></td>
</tr>
<tr>
<td>9/8/11</td>
<td>9/5/11</td>
<td>Compass, Compass e-mail</td>
<td>Faculty, staff</td>
<td>Reminder about the event – brief</td>
<td>BW TS CK</td>
<td></td>
</tr>
</tbody>
</table>

RM = Roderick J. McDavis. BW = Becky Watts. TS = Todd Stone. CK = Colleen Kiphart. SS = Stacey Stewart. MK = Mark Krumel

Approved: Renea Morris, UCM

Approved: Becky Watts, chief of staff and special assistant to the president

Sample:
College of Fine Arts 75th Anniversary Communications Plan

Purpose: This plan outlines major communications in support of the Ohio University College of Fine Arts 75th anniversary, June 2011- April 2012

Concept: In general, CoFA will provide approved text (in the form of a press release, where applicable) and photos to the UCM point of contact Colleen Kiphart. UCM will edit for Ohio University AP and online style (as appropriate), forward press releases to UCM external comms team, and post to COMPASS and COMPASS POINTS, and ensure the “push” of these articles in appropriate all campus emails.

Internal Communications: The below matrix outlines the communications plan to internal audiences

External communications:

PR: CoFA will provide approved text in the form a press release (see above). UCM to distribute.

Advertising: CoFA is responsible for local advertising.

Social Media: UCM will publish Facebook (@ohiou) and Twitter posts concurrent with planned communications

Design/Creative support: UCM will provide design support in the form of a template for Baker Center monitor ads and a template for breakroom flyers. CoFA will furnish 75th anniversary art files to UCM design team as needed.

Timeline/Execution Matrix

<table>
<thead>
<tr>
<th>Date</th>
<th>Channel</th>
<th>Audience</th>
<th>Message</th>
<th>Approver</th>
<th>Responsibilities/Notes</th>
</tr>
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<tbody>
<tr>
<td>6/30/11</td>
<td>Compass</td>
<td>Faculty, staff, students,</td>
<td>Tickets are available for the 7/7 exhibit preview</td>
<td>TS (UCM) CM (CoFA)</td>
<td>COFA: Provide input to CK of UCM, provide approvals</td>
</tr>
<tr>
<td></td>
<td>Compass e-mail</td>
<td>boards</td>
<td></td>
<td></td>
<td>UCM: CK to assist with draft and post</td>
</tr>
<tr>
<td></td>
<td>Social media (@ohiou)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/7/11</td>
<td>Compass Points e-mail</td>
<td>Faculty, staff, and Boards</td>
<td>Tickets are available for the 7/7 exhibit preview</td>
<td>TS (UCM) CM (CoFA)</td>
<td>COFA: Provide input to CK of UCM, provide approvals</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>UCM: CK to assist with draft and post</td>
</tr>
<tr>
<td>October 2011</td>
<td>Baker ad Compass</td>
<td>Faculty, staff, students,</td>
<td>Any events tied to Homecoming 2011. Begin consultation with</td>
<td>TS (UCM) CM (CoFA)</td>
<td>COFA: TBA; provide text, photos, approvals. coordinate</td>
</tr>
<tr>
<td></td>
<td>Compass e-mail</td>
<td>parents, alumni</td>
<td>Homecoming 2011. Begin consultation with Advancement regarding</td>
<td>Jenn Bowie</td>
<td>with Baker for Baker ads.</td>
</tr>
<tr>
<td></td>
<td>Compass Points e-mail</td>
<td></td>
<td>larger gifts/ticket purchases.</td>
<td>(Advancement)</td>
<td>UCM: CK to edit text and coordinate social media;</td>
</tr>
<tr>
<td></td>
<td>Social Media (from COFA,</td>
<td></td>
<td></td>
<td></td>
<td>coordinate with UCM creative team for Baker ad</td>
</tr>
<tr>
<td></td>
<td>retweeted by @ohiou)</td>
<td></td>
<td></td>
<td></td>
<td>template</td>
</tr>
<tr>
<td>February 2012</td>
<td>Baker ad Compass</td>
<td>Faculty, staff, students (if</td>
<td>Begin advertising for</td>
<td>TS (UCM) CM (CoFA)</td>
<td>COFA: TBA, Coordinate with Baker for Baker ads.</td>
</tr>
<tr>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Activity Description</td>
<td>Responsible Party</td>
<td>Notes</td>
<td></td>
<td></td>
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<tr>
<td>------------</td>
<td>--------------------------------------------------------------------------------------</td>
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<td></td>
<td></td>
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<tr>
<td>March 2012</td>
<td>Direct e-mail communication to Deans, Directors and Dept. heads</td>
<td>CM</td>
<td>COFA: Compose and distribute UCM: Provide flyer template. TS to consult on text</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DDD (Deans, Directors, Dept heads)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Tell staff about gala, attach flyer for office breakrooms</td>
<td></td>
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<tr>
<td></td>
<td>CM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>COFA: provide text, photos, approvals UCM: CK to edit and coordinate social media</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>April 2012</td>
<td>Baker ad Compass Compass e-mail Compass Points e-mail Social Media (from COFA, retweeted by @ohiou)</td>
<td>CM TS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Faculty, staff, students, parents, alumni</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gala is happening. Push donation aspect of ticket</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TS</td>
<td></td>
<td></td>
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</tbody>
</table>

CM= Chuck McWeeny. TS = Todd Stone. CK= Colleen Kiphart

Approved: Renea Morris, UCM
Approved: Chuck McWeeny, Dean, College of Fine Arts
**Campus Communicators contact information (8/12)**

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Department</th>
<th>Title</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heather Anerino</td>
<td><a href="mailto:anerino@ohio.edu">anerino@ohio.edu</a></td>
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<td>Senior Manager, Advancement Websites</td>
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<td>Tanya Barnett</td>
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<td>Director of Communication &amp; Academic Advisor</td>
<td>221 Lindley Hall</td>
<td>597-1678</td>
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<tr>
<td>Claire Berlin</td>
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<td>Candace Boeninger</td>
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<td>Director of Sustainability</td>
<td>107 University Service Ctr</td>
<td>593-0026</td>
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<td>177 Stocker Center</td>
<td>593-1488</td>
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<td>Interim VP for Diversity &amp; Inclusion</td>
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<td>Associate Dean, Arts &amp; Sciences</td>
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<td>597-1833</td>
</tr>
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<td>Greg Fialko</td>
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<td>University Human Resources</td>
<td>Senior Human Resource Director</td>
<td>120 HRTC</td>
<td>593-1639</td>
</tr>
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<td>Ann Fidler</td>
<td><a href="mailto:fidler@ohio.edu">fidler@ohio.edu</a></td>
<td>EVP/Provost</td>
<td>Executive Vice Provost &amp; Chief of Staff</td>
<td>308 Cutler Hall</td>
<td>593-2600</td>
</tr>
<tr>
<td>Name</td>
<td>Email</td>
<td>Department</td>
<td>Position</td>
<td>Location</td>
<td>Phone</td>
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</tr>
<tr>
<td>Cary Frith</td>
<td><a href="mailto:frith@ohio.edu">frith@ohio.edu</a></td>
<td>Honors Tutorial College</td>
<td>Communications Manager</td>
<td>35 Park Place</td>
<td>593-2725</td>
</tr>
<tr>
<td>Blaine Gabriel</td>
<td><a href="mailto:gabrielb@ohio.edu">gabrielb@ohio.edu</a></td>
<td>Printing Services</td>
<td>Director</td>
<td>The Ridges Building 37</td>
<td>593-1930</td>
</tr>
<tr>
<td>Andrea Gibson</td>
<td><a href="mailto:gibsona@ohio.edu">gibsona@ohio.edu</a></td>
<td>Research Communications</td>
<td>Special Assistant to the VP of Research Communications</td>
<td>120 R-Tech</td>
<td>597-2166</td>
</tr>
<tr>
<td>Donna Goss</td>
<td><a href="mailto:gossd@ohio.edu">gossd@ohio.edu</a></td>
<td>VPFA</td>
<td>Director of Engagement and Real Estate Management</td>
<td>Cutler Hall</td>
<td>593-2557</td>
</tr>
<tr>
<td>Jody Grenert</td>
<td><a href="mailto:grenert@ohio.edu">grenert@ohio.edu</a></td>
<td>College of Health Sciences &amp; Professions</td>
<td>Director of Communication</td>
<td>Grover Center 361W</td>
<td>593-1433</td>
</tr>
<tr>
<td>Jessica Hagman</td>
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<td>Reference &amp; Instruction Librarian</td>
<td>206 Alden Library</td>
<td>593-2697</td>
</tr>
<tr>
<td>Kristine Hoke</td>
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<td>Cutler Scholars Program</td>
<td>Associate Director, Cutler Scholars</td>
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<td>593-4275</td>
</tr>
<tr>
<td>Rashi Iyer</td>
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<td>603 Copeland Hall</td>
<td>593-2099</td>
</tr>
<tr>
<td>Jack Jeffery</td>
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<td>Chillicothe</td>
<td>Coordinator of Communications</td>
<td>Bennet Hall</td>
<td>740-774-7338</td>
</tr>
<tr>
<td>Jennifer Jordan</td>
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<td>Human Resources</td>
<td>Manager, Human Resources Services</td>
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<td>593-1647</td>
</tr>
<tr>
<td>Jeff Kallet</td>
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<td>OU Press</td>
<td>Marketing Associate</td>
<td>Bldg 19 The Ridges 119A</td>
<td>593-1158</td>
</tr>
<tr>
<td>Lisa Kamody</td>
<td><a href="mailto:kamody@ohio.edu">kamody@ohio.edu</a></td>
<td>University College</td>
<td>Director of Student &amp; Community Engagement &amp; Academic Advisor</td>
<td>140F Chubb Hall</td>
<td>593-2831</td>
</tr>
<tr>
<td>Name</td>
<td>Email</td>
<td>Department</td>
<td>Position</td>
<td>Office Location</td>
<td>Phone</td>
</tr>
<tr>
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</tr>
<tr>
<td>Jennifer Kirksey</td>
<td><a href="mailto:kirkseyj@ohio.edu">kirkseyj@ohio.edu</a></td>
<td>President's Office</td>
<td>Chief of Staff &amp; Special Assistant to the President</td>
<td>109 Cutler Hall</td>
<td>593-2571</td>
</tr>
<tr>
<td>Karoline Lane</td>
<td><a href="mailto:lanek@ohio.edu">lanek@ohio.edu</a></td>
<td>OU-HCOM</td>
<td>Director of Communication</td>
<td>338 Irvine Hall</td>
<td>593-2261</td>
</tr>
<tr>
<td>Amista Lipot</td>
<td><a href="mailto:lipot@ohio.edu">lipot@ohio.edu</a></td>
<td>Voinovich School</td>
<td>Director, Ext. Relations &amp; Strategic Partnerships</td>
<td>The Ridges Building 21; Rm 205A</td>
<td>597-1558</td>
</tr>
<tr>
<td>Linda Lockhart</td>
<td><a href="mailto:lockharl@ohio.edu">lockharl@ohio.edu</a></td>
<td>Regional campuses/Q2S</td>
<td>Manager Communication, Regional Campuses &amp; Outreach</td>
<td>101 Haning Hall</td>
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</tr>
<tr>
<td>Kelly Martin</td>
<td><a href="mailto:martink1@ohio.edu">martink1@ohio.edu</a></td>
<td>WOUB</td>
<td>Public Information Coordinator</td>
<td>RTVC 401</td>
<td>593-4944</td>
</tr>
<tr>
<td>Kathleen Mason</td>
<td><a href="mailto:masonk@ohio.edu">masonk@ohio.edu</a></td>
<td>Library</td>
<td>Assistant to Dean</td>
<td>Alden Library</td>
<td>593-2702</td>
</tr>
<tr>
<td>Janis Miller-Fox</td>
<td><a href="mailto:miller-f@ohio.edu">miller-f@ohio.edu</a></td>
<td>Alumni Association</td>
<td>Director Mktg. &amp; Communication</td>
<td>McKee House</td>
<td>593-4300</td>
</tr>
<tr>
<td>Sean O'Malley</td>
<td><a href="mailto:omalley@ohio.edu">omalley@ohio.edu</a></td>
<td>OIT</td>
<td>IT Comms Director</td>
<td>Factory Street Rm9</td>
<td>593-1555</td>
</tr>
<tr>
<td>Dan Pittman</td>
<td><a href="mailto:pittmand@ohio.edu">pittmand@ohio.edu</a></td>
<td>Culinary Services</td>
<td>Assistant Director of Auxiliaries Sales</td>
<td>Baker Center</td>
<td>597-9197</td>
</tr>
<tr>
<td>Kelee Riesbeck</td>
<td><a href="mailto:riesbek1@ohio.edu">riesbek1@ohio.edu</a></td>
<td>Advancement</td>
<td>Campaign Writer</td>
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<tr>
<td>Erin Roberts</td>
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<td>Scripps College of Comm.</td>
<td>External Relations Coordinator</td>
<td>RTVC Building 497A</td>
<td>593-0030</td>
</tr>
<tr>
<td>Cheri Russo</td>
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<td>1570 Granville Pike-Brasee Hall</td>
<td>654-6711</td>
</tr>
<tr>
<td>Stephanie Sanders</td>
<td><a href="mailto:sanders1@ohio.edu">sanders1@ohio.edu</a></td>
<td>Diversity and Inclusion</td>
<td>Asst. Director, Diversity &amp; Inclusion</td>
<td>006 Cutler Hall</td>
<td>593-0006</td>
</tr>
<tr>
<td>EJ Schodzinski</td>
<td><a href="mailto:schodzin@ohio.edu">schodzin@ohio.edu</a></td>
<td>Eastern</td>
<td>Director of Mktg. &amp; Public Relations</td>
<td>45425 National Road W.</td>
<td>(740)699-2503</td>
</tr>
<tr>
<td>Name</td>
<td>Email</td>
<td>Area/Department</td>
<td>Position</td>
<td>Address</td>
<td>Phone</td>
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</tr>
<tr>
<td>Christine Shaw</td>
<td><a href="mailto:shaw@ohio.edu">shaw@ohio.edu</a></td>
<td>Zanesville</td>
<td>Grants &amp; Special Projects Coordinator</td>
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<td>588-1565</td>
</tr>
<tr>
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</tr>
<tr>
<td>Pamela Wise</td>
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</tbody>
</table>