



**Whether you need a one-time news release or a complete promotional campaign, the University Relations staff can help you communicate your message effectively as a part of the broader university efforts. We are your professional public relations and marketing consultants - a service that can cost thousands, but is provided at no charge to the UCO community.**

**To ensure your project gets the best attention and exposure, please review the following guidelines when you begin planning your project.**

#### **PROMOTIONAL CONSIDERATIONS**

When planning your project, consider the following in determining its promotional value:

- What are your project goals, and how do you think communications and marketing efforts can help you achieve them?
- What is special, unique and/or captivating about your project? In other words, what will make people care about your project?
- Who is your target audience(s)?
- What is your timeline/budget to achieve these goals?

#### **CONSULTATION**

Once you have determined your goals and the promotional value of your project, contact the University Relations staff for a consultation appointment. We can build a communications and marketing plan based on your needs, incorporating several of our services. Bring as much detail as you can to your appointment. Together, we will determine:

- How to best reach your target audience
- How to achieve your goals through communications and marketing
- How to best position your project with the overall university brand
- Promotional concepts and copy
- Timing of news releases, advertising and other promotional collateral
- What materials are needed to start/complete determined promotions

University Relations will then work with you to determine which blend of our services will best help you achieve your promotional goals, developing a communications and marketing plan for you.

#### **SERVICES**

##### **News Releases and Media Advisories:**

- All news releases and media advisories for UCO entities are, at a minimum, proofed and distributed through University Relations
- If your college or department does not have a public relations specialist, we are happy to write the release for you, using Associated Press style guidelines
- It is important to get your information to University Relations in a timely manner to maximize effectiveness
- If your release concerns an event or an action-driven deadline, it's ideal to begin the process at least three weeks before the deadline for desired action
- If your release is feature-oriented (an accomplishment, award, honor, interesting story) let us know as close as possible to the honor received
- If your release is for an announcement or press conference, contact us as soon as possible for assistance. Media advisories, which alert the press to an event they should attend, are generally sent out 1-3 days before the announcement.

##### **Advertising:**

An effective advertising plan is:

- Planned well in advance
- Employs the right balance of frequency and size
- Presented to a target audience with a targeted message
- Uses high quality design, photos and/or video

We can assist you with placement, development and messaging for your advertising campaign, ensuring it furthers your goals, reinforces your message and enhances the university's overall branding initiatives. We have often negotiated special rates with potential advertising outlets on behalf of the university and can help you take advantage of those rates.

##### **University Branding**

Getting different versions of the same story can lead to confusion, frustration and disinterest. Soon, no one is sure what is the real story. That's why University Relations considers integrated university branding one of its most important initiatives. Through the integration of marketing and promotional efforts, we ensure everyone is hearing the REAL UCO story.

Our staff makes sure your project integrates with the overall branding, while still communicating your area's unique message. However, we do understand there are other professionals on campus that can generate promotional materials. Knowing that when we present an integrated and consistent brand the entire university benefits, please consider the following:

- Every poster, postcard, pamphlet, website etc. is an opportunity to promote the university, and therefore its relation to UCO should be easily identifiable and in line with current branding efforts

- Contact University Relations to get official versions of the UCO logo.
- Use the official university colors as often as possible. University Relations can provide the official Pantone colors and advise on ways to enhance those colors to allow for individuality.
- We have a template for logos that represent official entities of the university. Creating unique logos for UCO departments, offices etc. is discouraged, as it does not advance the overall branding efforts of the university.
- We do not require formal approval of self-generated publications, but strongly encourage you to use the University Relations staff as your consultants. We are happy to review your projects to ensure they reflect the UCO brand and message.

#### OTHER SERVICES

University Relations provides professional writing, design, video, and photographic services to complement your promotional efforts. These professional staff members will be included in our efforts as needed.

The University Relations staff serves the UCO community as your public relations and advertising consultants. Our goal is promote the university brand and message so that it leads to success for our students, faculty and staff.

#### For more information or to set up a University Relations consultation, please contact:

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COMMUNICATIONS  
& MARKETING

University Relations'

## GUIDE TO COMMUNICATIONS & MARKETING



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