

UVI Public Relations Handbook

The UVI Public Relations Office – At Your Service

The Public Relations Office helps the University effectively fulfill its mission to serve the people of the Virgin Islands, wider Caribbean and the U.S. mainland through its teaching, research and public service activities.

This publication is designed to help our internal stakeholders form a strong alliance with the Public Relations Office to coordinate our efforts and present an organized, consistent, professional approach to media contact and promotion of the University's mission and accomplishments.

We refer to the UVI Board of Trustees, faculty, staff, students and alumni as the primary stakeholders. Our donors, the at-large public, retirees and parents are our secondary stakeholders. Stakeholders, clearly, are people who have a relationship with or interest in the success of the University of the Virgin Islands.

The first step in that alliance with **your** Public Relations Office is - to involve us, keep us informed and utilize our services appropriately in the advancement of UVI's reputation.

Help Us to Help You:

- Coordinate all press conferences with the Public Relations Office
- Provide the Public Relations Office with drafts of press releases before they are sent to the media
- Please advise the Public Relations Office of any media appearances or interviews that have been arranged so that we can provide other pertinent information about the University that can be shared with the public. Please let us know when you have made statements to the press about your projects or research and if you are working with the media on news or feature stories. If approached by the media, please refer them to the PRO.
- All non-academic UVI publications and/or promotional materials for dissemination must be approved by Public Relations.
- Forward copies to the Public Relations Office of all letters to the editor, flyers, posters and publications.

- Any taping of UVI activities for media purposes must be coordinated through the Public Relations Office.
- All special events must be coordinated with the assistance of the Special Events Coordinator within the Institutional Advancement component.
- Send all event information to pr@uvi.edu, for inclusion as part of the electronic UVI announcements on the UVI home page.

All media information / promotional material pertaining to UVI programs, services, personnel, faculty, students, campus activities and special events should be released through the Public Relations Office (PRO).

Units within the Research and Public Service component, the Reichhold Center for the Arts, Athletics and Humanities Divisions have more direct media contact because of the nature and volume of their work or the frequency of recurring messages. They collaborate with the Public Relations Office, follow established PR guidelines and copy us on any information they forward to the media.

In some cases, UVI personnel may have standing professional or personal relationships with reporters, photographers or media personalities. In such instances, **NOTIFY THE PUBLIC RELATIONS OFFICE BEFORE ASKING THE MEDIA TO COVER OR REPORT ON AN EVENT**, so that marketing and image enhancement can be well coordinated. It is counterproductive to have more than one person calling the press for the same reason without knowledge of the other.

PRESS RELEASES

A press release is the most immediate way to get information through the media to the community. Need to send a release? Here's how to do it:

1. CALL PUBLIC RELATIONS and let us know....

Lead time for HARD NEWS is ONE WEEK. This means the Public Relations Office should have a draft in the office at least 10 days before the activity or event. The lead time for SOFT and FEATURE NEWS is more FLEXIBLE. Public Relations will decide the best time to release your story-within at least two weeks after submission.

Consider whether your issue is REALLY news. Discuss your idea with the Public Relations Office and trust our professional opinion as to how best to approach the media.

Concerned about the way a story was handled? Call us. Please don't contact the media directly.

2.DRAFT YOUR RELEASE.

Include the WHO, WHAT, WHEN, WHERE, WHY and HOW about your subject in the first paragraph. This is the most important information. In the next two or three paragraphs, include a quote from a key person involved in the project or special event, and some interesting history and background information about the subject.

Do NOT type press releases in all UPPER CASE letters. This practice annoys news editors and makes capitalization a real chore on the receiving end. Upper and lower case is the accepted format unless you are writing timed broadcast copy.

3. E-MAIL (pr@uvi.edu) / FAX IT to the Public Relations Office 693-1055

4. **We'll take it from there.** We'll edit your release to make sure it adheres to standard journalistic style and gets the best promotional angle. Please remember that Public Relations can get your information from UVI to the media in a timely manner but cannot guarantee when the media will use it.

The PRO routinely faxes releases to all local media:

The V.I. Daily News	The Avis	Tradewinds (St. John)
The St. Thomas Source	The St. Croix Source	TV2
Channel 8	Channel 10 (V.I. Dept. Ed.)	Channel 12 (PBS)
STT: WSTA (Lucky 13)	Knight Quality Stations	WGOD
STX: Isle 95/Mongoose	WRRRA	WSTX

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

The Public Relations Office is available to assist you with the composition and placement of public service announcements, broadcast copy, print display and paid advertising, posters and flyers that get your message across. Call the office to make an appointment.

MEDIA APPEARANCES

Word-of-mouth is an invaluable communication tool. Appearing on local talk shows (and speaking to civic organizations and church groups) is an excellent way to disseminate information. Research shows that 50 percent of what we remember consists of what we see and hear. Please advise the PRO of any planned appearances and we can help you prepare for them.

GUIDELINES FOR UVI PUBLICATIONS

For purposes of quality control, the Public Relations Office will review all non-academic UVI publications to ensure that they adhere to the above standardization guidelines. The Public Relations Office will also be available to advise on editorial content.

The standard body type should be a 12-point serif font (Garamond, Bookman, Times New Roman, et al).

All UVI publications must include the name, “ *University of the Virgin Islands*” and an approved UVI logo (obtain on disk from the PRO) .

Each publication must include an address, phone number, FAX number, e-mail address and, if appropriate, a website URL (www.uvi.edu) for more information. The mailing address should be either of the standard University addresses:

#2 John Brewer’s Bay	or	RR02 - Box 10,000
St. Thomas, VI 00802-9990		Kingshill, St. Croix
		U.S. Virgin Islands 00850

The telephone numbers should also be the standard St. Thomas telephone number (776-9200) or St. Croix telephone number (778-1620) unless the document needs a specific contact number. When specifics are required, include the contact information for the particular department.

The following information blurb must also appear on all publications and the homepage of UVI websites regarding the university’s accreditation:

The University of the Virgin Islands is accredited by the Commission on Higher Education of the Middle States Association of Colleges and Schools, 3624 Market Street, Philadelphia, PA 19104, (215) 662-5606.

The Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Commission on Recognition of Post-secondary Accreditation.

ORGANIZATION AFFILIATION STATEMENT:

“The University of the Virgin Islands is accredited by the Commission on Higher Education of the Middle States Association of Colleges and Schools. (The University is also an active member of the American Association for Higher Education, the American Association of State Colleges and Universities, the American Council on Education, the Association of Caribbean Information Systems, the Association of Caribbean Universities and Research Institutes, the Association of Governing Boards, the National Association for Equal Opportunity and the National Association of State Universities and Land Grant Colleges. UVI is a land-granted institution and the only one of the 117 Historically Black Colleges and Universities outside of the continental United States. The University of the Virgin Islands is an equal opportunity, affirmative action, Title IX, Section 504, PL 101-542 educator and employer.”

ELECTRONIC INFORMATION DISSEMINATION

Newsrooms prefer electronically submitted news releases and photographs. In fact, releases sent by e-mail are more likely to find their way into the newspaper because they don't have to be retyped. All attempts should be made to save keystrokes. Text and photographs (JPEG or TIF formats) should be sent by e-mail to the Public Relations Office with suggested captions.

When a representative of the University is on the radio, remember that he or she is being simulcast on the Web.

Sign up for the “announce@uvi.edu” e-mail list to receive University-wide updates electronically.

WEB SITE...web pages

<http://www.uvi.edu>

Only the pages that have (pub-relations) as part of the title are directly managed or able to be updated by the Public Relations Office. Additionally, our office manages and determines the primary and secondary ‘links’ on the site and where they are placed.

The Public Relations Office has oversight responsibility for the website, and works in conjunction with the Information Technology Department, on issues relating to maintenance. But as of this printing, the University website is actually comprised of several individual, separate servers, managed by different people and departments. Technically, there is no ‘one’ webmaster for the University, but rather several different people who manage both the physical ‘server’ (computer) and that department’s web pages.

An example of some of the separate servers that comprise UVI's website are: the library, human resources, research and public service, the Reichhold Center for the Arts, the Caribbean Writer (part of Research & Public Service) and the faculty pages. The closest we have to a webmaster falls between the responsibilities of the public relations office and Info Tech.

Because there is no one web department, individual departments have been responsible for building and maintaining their own web pages. The Public Relations Office must be given access to pages accessed as part of the University's website.

The Public Relations Office is not responsible for creating web pages for departments, nor is it staffed or funded for such work. There are any number of talented people (faculty, staff and students) within the university who can be contacted as resources for this, either paid or volunteer. There are also a number of web design companies, on-island and off, and private freelancers who do this work. All that we ask is that the page design be loaded onto a compact disc (CD) and forwarded to the Public Relations Office, so that we can maintain the page.

As part of the UVI Public Relations Office's oversight responsibility, we have the authority to remove or refuse links to inappropriate pages and to require that pages containing damaging or outdated information be changed or deleted. Please review the full WEB guidelines on the UVI website at www.uvi.edu

SPECIAL EVENTS

The Special Events unit of the Institutional Advancement component should be informed of any special event as far in advance as possible -- from your first inkling of the idea. This will ensure that your event gets the best desired results.

A special event is an activity that does not occur on a regular basis, which is intended to promote or provide information on a particular program or service, raise funds, or serve as a vehicle for establishing a relationship between the host and a specific audience.

Special events are effective in soliciting community and/or fiscal support, in helping to change attitude and behavior, and in calling a target audience to a planned action. They can also be purely social. Special events include concerts, receptions, seminars, conferences, lectures, and a myriad of other activities, depending upon the creativity of the coordinating group. Planning times vary according to the event. For best results consult the guidelines below:

Event	Planning Time
PRO Handbook	1/28/04

Music/Entertainment Activities

Conference

Sports Event..... 1 year

Dinner/Dance..... 6 months

Panel Discussion

Programs/Keynote Speakers

Reception..... 4 months

CRISIS MANAGEMENT GUIDELINES

When bad news happens, the press will be on your doorstep, literally.

Examples of crises include: An accident resulting in death or serious injury; the arrest of a student, faculty member or administrator; a murder, rape, arson, assault or felony that occurs on campus; a natural disaster.

It is important in times of crisis to follow a standard operating procedure to preserve institutional image.

1. Immediately forward crisis-related information to the Public Relation Office. This includes what happened, when, where, to whom, who else is involved, institutional liability (this may require legal consultation).
2. Immediately refer press calls to the Public Relations Office (in cases of crisis especially, it is important to have a single source of information.) Stay calm and be courteous!! Never say "No comment." Instead say, "I'll find out," "I don't know," "I'll look into that," or "I can't say."

Want to Learn More About Marketing, Media Strategy and Image Enhancement?

. . . The Public Relations Office will be glad to provide your office with a short workshop explaining the basics. Call for an appointment!

RESOURCE REFERRAL LIST:

Videotaping	Media Center ext. 1183
Event Setup	Physical Plant ext. 1500
Photography	Call the PRO (We will recommend someone). The Public Relations Office takes photos for media and publication purposes only. Departments desiring an archive may want to purchase a camera to catalog events.
Media relations, press releases, advertising	Public Relations Office - ext 1057
Reichhold Center	Admin. - Ext 1550; Box office 1559
Event Planning	Special Events Office - ext. 1053
Sports & Fitness Center	ext. 1102

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(This document is available online in searchable PDF format)