

Section 8: University Communications

Office of Communications

The Office of Communications exists to advance the university's mission, achievements, programs and strategic goals to key constituent groups through the development of strategic communication materials and activities. The office works in collaboration with all university departments and programs to increase the positive opinions and engagement of support for VSU. The office focuses on increasing the visibility and stature of VSU as a premier regional university and assists in the university's quest to gain national prominence.

The communication staff creates press releases and feature stories for the VSU Web site as well as other university publications. The office is the primary point-of-contact for all media related inquires and official dissemination of press releases. The staff pitches ideas to local, regional, and state media outlets, as well as coordinating interviews and photo shoots for media to publish or broadcast university events.

University Publications

The office produces a variety of publications and assists university departments to develop printed resources for distribution (internally and externally). The office also produces the *President's Annual Report*, the *Valdosta State Scholar* research magazine, and the *Valdosta State University Voice* magazine, which is distributed to more than 45,000 alumni and friends of the university.

Media Coverage

The office maintains an online listing of faculty and staff areas of expertise for use by the media and general public. *The Experts Guide* is designed to assist reporters and media representatives in locating VSU faculty and staff who are available to offer analysis, information and/or commentary on issues within their area of expertise. The Speakers Bureau is a comprehensive listing of university faculty and staff who are available to speak to local civic, service, professional and educational organizations, groups and/or civic clubs. *The Experts Guide* and Speakers Bureau are updated as information is received. Visit the site at www.valdosta.edu/news/experts/.

Representatives from television, radio and newspapers are often invited to campus for news opportunities. VSU faculty and staff approached by a reporter should contact the Office of Communications at 229-333-5952 to assist with the media inquiry.

Anyone speaking to the media, particularly to television reporters, should dress professionally and when possible wear a VSU lapel pin or wear collegiate sportswear with the VSU insignia. Do not display or wear memorabilia from other universities, as this may undermine your efforts to promote VSU.

Submitting News

Send news tips, story ideas, achievements and events to news@valdosta.edu. Two weeks advance notice is preferable to obtain maximum coverage.

Seizing Opportunities for Promotion

The quality of any organization is reflected by the quality of its publications. Each year, the university produces hundreds of brochures, manuals, guides and other printed materials. Each is an ambassador of the university, so it is important that the message and design elements remain consistent with all official university publications and communications materials.

University publications must include:

- The words “Valdosta State University” conspicuously placed on the front cover
- The university logo
- The university Web address
- Use of red and black ink when feasible
- Use of photos and images that capture the student body and beauty of the VSU campus