

PHOTOGRAPHY

Marketing and Communications keeps an extensive archive of campus photographs and faculty headshots for publicity purposes. These photos are used in university publications, faculty books, papers, newsmagazines and on the Web. All photos are archived in the communications office on CDs or DVDs. Authorized individuals may review the photo archives by making an appointment to bring a laptop computer to the communications office for photo selection. Selected photos may be copied in the communications office only. Contact Christine Brown at x7440 to make an appointment.

A faculty photo shoot is arranged each fall by Marketing and Communications. Faculty members without a professional portrait are encouraged to participate. The photos are archived in Marketing and Communications and are used by the University for promotional purposes. Notice of the shoot and information on setting an appointment is distributed through Campus Digest.

ACADEMIC CATALOG

The academic catalog can be found online at www.clarku.edu/catalog and is edited by Tammy Griffin-Kumpey. It is the University's official contract with its students. It is imperative that departments and offices submit accurate information and meet production deadlines.

CLARK WEB SITE

Clark's Web site is the University's face to the world. It is one of the first places prospective students visit when exploring colleges and universities. Thousands of alumni and friends use the Web site to learn about campus news and events. The Web site is also an excellent resource for current students, faculty and staff, as well as the press. Here are some tips for creating and maintaining departmental Web pages that put Clark's best face forward.

Convert to the University template

Like publications, consistency is the key to creating a high-quality Web site that is easy to navigate and will help recruit great students. Clark has an official University template for its Web pages, and all departments and offices are required to convert their pages to this easy-to-maintain template. Contact the Web Manager at webmaster@clarku.edu, and University Marketing and Communications will work with you to convert your pages.

Updating Web pages

Updating text in a Web page can be as easy as updating a word-processing document. To edit your department's Web pages, you will need a graphic user interface (GUI) Web editor, which allows you to edit a page without learning complex code. PC users most often choose FrontPage or

DreamWeaver; Mac users tend to choose DreamWeaver (DreamWeaver can be purchased at academic prices through ITS.) Adobe GoLive is inexpensive and very easy to use. For more information or to purchase one of these software programs, please contact the Information Technology Services (ITS) Help Desk at helpdesk@clarku.edu.

Training

Marketing and Communications offers introductory training for new content managers who are responsible for editing and maintaining their department's Web pages. This initial training will introduce content managers to the University Web template and the basic dos and don'ts of editing their pages. For further training on using HTML editing software programs, content managers should contact the ITS Help Desk at helpdesk@clarku.edu.

Maintaining Web pages

Once introductory training is complete, each office or department is responsible for maintaining their own Web content. However, Marketing and Communications is here to help with the more complex aspects of Web-page management. If you need to make changes to the menu items or structure of your Web pages, or if you need to create entirely new content for your Web pages, contact the Web Manager at webmaster@clarku.edu.

PHOTOGRAPHS ON THE WEB

Each office or department is responsible for scanning photographs for their Web pages. Scanners are available in the computer lab in Room 101 of Jonas Clark Hall. The computer lab is staffed at all times by an ITS student employee who can teach you how to use the equipment and software.

Don't forget to optimize

Photos should be optimized for the Web. This means the images should be no larger than 400 pixels wide and smaller than 35K in file size. To optimize images, use a software program such as PhotoShop or PhotoShop Elements. For guidance in choosing a piece of software, contact the ITS Help Desk at x7745.

Our Web policy

Policies and guidelines pertaining to Clark's Web site are available at www.clarku.edu/webpolicy.



The HOW-TO GUIDE

from Clark University Marketing and Communications

MISSION

The primary mission of Marketing and Communications is to attract students and donors to the University by telling Clark's story to the world. We promote Clark to the general public through:

- Press releases about faculty and student achievements, Clark events, and news about the University
- Clark's Web site
- Publications such as Admissions direct mail and recruitment collateral, the alumni magazine, the President's Report and many other printed materials
- Coordinating campus events with local press in order to achieve greater publicity for Clark

RESOURCES

The Marketing and Communications Web pages offer many resources to faculty, staff and students, including:

- www.clarku.edu/howto
A comprehensive how-to guide containing tips and information about publicity, planning events and producing publications and Web pages;
- www.clarku.edu/styleguide
The University's official style guide for developing text for Clark publications and Web pages;
- www.clarku.edu/graphics
The Graphics Standards Manual, which outlines important guidelines for using the Clark logo;
- www.clarku.edu/webpolicies
The University Web policies for developing official Clark Web pages.

PUBLICITY FOR EVENTS

Marketing and Communications publicizes Clark events to the campus community and the general public. The sooner you contact the office with event details, the more effectively staff can help spread the word.

PUBLICIZING YOUR EVENT ON CAMPUS

Campus Digest

Campus Digest is issued to faculty and staff through Clark e-mail on Mondays. The deadline to submit information for each issue is one week prior to the issue date. Submissions should be sent in a word processing text document attachment or typed into the body of the e-mail; graphic documents or PDFs will not be accepted.

STAFF

Paula David

Vice President of Marketing and Communications
x. 7861
pdavid@clarku.edu

Angela M. Bazydlo

Associate Director of Media Relations
x. 7635
abazydlo@clarku.edu

Christine Brown

Editorial Assistant
x. 7440
chribrown@clarku.edu

Anne Gibson, Ph.D. '95

Web Editor
x. 2315
agibson@clarku.edu

Tammy Griffin-Kumpey

Assistant Director of Marketing and Communications
x. 7442
tgriffinkumpey@clarku.edu

Kay Hartnett

Creative Services Manager
x. 7746
khartnett@clarku.edu

Wendy Linden

Associate Web Manager
x. 7474
wlinden@clarku.edu

Colleen Mullaney

Marketing and Communications Assistant
x. 7441
cmullaney@clarku.edu

Deirdre Ni Chonail

Web Manager and Web Designer
x. 3713
dnichonail@clarku.edu

Deborah Pratt-Barnette

University Designer
x. 7267
dprattbarnette@clarku.edu

Jane Salerno

Senior Associate Director of Media Relations
x. 7554
jsalerno@clarku.edu

However, a low-resolution JPEG photo may be submitted with the text for consideration.

- To publicize an upcoming Clark event, please submit information to Campus Digest at campusdigest@clarku.edu. Events are posted to Clark's online calendar and promoted through Campus Digest.
- Please submit items for Human Resources News to Anne Fredette at afredette@clarku.edu.
- University News, Faculty Notes, Staff Notes and Department Bulletin items should be submitted to Campus Digest.
- To post an item on the Marketplace, e-mail Campus Digest with the name of the item, description, JPEG, asking price, and contact information so interested parties can reach you (name, number, e-mail). Please type "Marketplace" in the subject line of the e-mail.

For more information regarding Campus Digest purpose, policies and guidelines, visit www.clarku.edu/cdpolicies. Still have questions? Contact Campus Digest editor Tammy Griffin-Kumpey at tgriffinkumpey@clarku.edu.

How to post events to the online calendar

Clark has a university-wide calendar of events on the Web at www.socialweb.net/clients/clark. Notify Campus Digest at campusdigest@clarku.edu to have your event included in the online calendar. Specify if the event is open to the public or just to the Clark community. Inform the Campus Digest and Media Relations offices immediately if the location, date or time of an event changes, or if the event is postponed or canceled.

PUBLICIZING YOUR EVENT OFF CAMPUS

If your event is open to the general public, submit details to Media Relations staff at least four weeks prior to the event, in order to meet news calendar deadlines. If possible, send a JPEG photo of the speaker or an image related to the event. Also indicate if a speaker is willing to be interviewed prior to or directly after an event.

Please forward event information for off-campus publicity to Jane Salerno at jsalerno@clarku.edu or Angela Bazydlo at abazydlo@clarku.edu.

The Media Relations Office cannot produce a press release for an event unless this information is provided in full:

- Date
- Time (event start time and end time)
- Type of event (book signing, lecture, film screening, panel discussion, etc.)
- Location, including street address
- Title of event
- Speaker name, title, bio (please provide a high resolution photo, if possible)

- a brief description of the event/what he or she will talk about
- cost of event; open to public?
- provide an on-campus contact name and phone number
- list event sponsors

Whenever possible, send a JPEG of the speaker or an image related to the event, as it may encourage advance publicity. Also indicate if a speaker is willing to be interviewed by the press prior to, or directly after, the event and if the speaker agrees to being videotaped during the presentation.

- Have you contacted Events Planning and/or Media Services to confirm the logistics of your event, secure A/V equipment? Have you scheduled a photographer? University Marketing and Communications can provide names and rates of experienced local photographers that you can hire.

VISIBILITY FOR CLARK NEWS & EXPERTISE

The Marketing and Communications office helps faculty, administrators, and students share their expertise and research news with media, prospective students and their families, alumni, and others. The office can also help edit and place timely op-eds or essays.

Become a faculty expert

Faculty interested in becoming a resource for the media should contact Angela Bazydlo at abazydlo@clarku.edu or x7635; or Jane Salerno at jsalerno@clarku.edu or x7554.

Media Relations also employs an expert-to-journalist, online matching resource called ProfNet, screening daily queries from writers and editors on a vast array of topics. When a query seems to be a good fit for a Clark faculty member, the following takes place:

- The likely faculty member is contacted to see if he/she is an appropriate resource on the topic and is willing and available to answer the query.
- If interested, he/she provides a brief comment on the topic of the query.
- The faculty member's response is supplied to the writer by Media Relations, along with his/her contact information and background.
- The writer then may choose to contact the faculty member for further information.

Clark faculty members who respond to these queries are often quoted in media throughout the country.

Book publicity

University Marketing and Communications wants to know if you've recently published or plan to publish a book. Staff can prepare a press release, submit the information to Campus Digest, share with the ClarkNews magazine editor, and make every effort to publicize this through appropriate media channels.

Please provide:

- The name of your publisher and the media/PR contact there.
- A brief description of your book
- A couple of quotes from you about the book, its target audiences and appeal to the general public.
- JPEG of yourself and/or the book cover.
- Review copies, if available.

Many faculty books are on display in the Higgins University Center. Please submit books to the Media Relations office.

Additional tips for faculty authors:

- Consider planning a public lecture in conjunction with your book release.
- Work with Clark's Media Relations staff to draft and place an op-ed piece about current issues that are related to the book.
- Hire a free-lance public-relations professional or firm to help secure additional media coverage.
- Present a copy of your book to the President.

Student standouts

Clark students can make headlines in many ways. They publish with faculty, study abroad and travel to conferences where they deliver papers and make presentations. They win prestigious awards and fellowships. They are activists and volunteers, already started along their journey to "change our world."

Please share your knowledge of exceptional student accomplishments, and provide the following information to the Media Relations Office:

- Student name
- Major and Year of Graduation, if known
- His/her achievement and what is newsworthy/unique/impressive about it
- If the student is going to be presented with an award or will attend a conference, please specify date
- Quotable comment from professor/advisor

PRINT PUBLICATIONS

Marketing and Communications is able to provide a variety of services to departments wishing to develop print publications such as newsletters, brochures, invitations, and posters to promote events and programs sponsored by Clark University. Marketing and Communications has a publications team—a staff of professional designers and writers—providing services at no charge to departments wishing to develop print publications. Typically, the publications team will work with department representatives to develop appropriate graphic design,

photography, and text; will develop production schedules in order to meet required deadlines; and will oversee projects from start to finish. Please note: Departments must have the necessary funds budgeted for print, mailing and other outside vendors as necessary. These charges are the sole responsibility of the department. Contact Kay Hartnett, Creative Services Manager at x7746 for more information.

THE UNIVERSITY LOGO

The University logo serves an important purpose. This visual cue, or "brand identity," immediately tells the reader that a letter, brochure, booklet or other publication is an official Clark University publication. For example, the logo is a particularly important brand for materials sent to prospective students to differentiate Clark's direct mail from that of competing colleges and universities.

Clark's logo contains the university's official color red (PMS 485) and black. The logo can be reproduced in all black, all white, or a combination of black and PMS 485. The logo may not be reproduced in all red or any other color.

There are several versions of the logo that can be used depending on application and size. Detailed guidelines can be found at www.clarku.edu/offices/publicaffairs/guides/graphics/

The University's Graphic Standards Manual can also be found on the Web at www.clarku.edu/offices/publicaffairs/. The manual includes guidelines for a variety of uses and helps ensure that the logo is used consistently campuswide.

High resolution logos are available for print publications. E-mail Kay Hartnett at: khartnett@clarku.edu

COLOR

Clark's official red color is PMS 485 for printed materials. University Marketing and Communications has a list of print vendors who are familiar with the specific properties of "Clark Red". Specs can be obtained by contacting Kay Hartnett at khartnett@clarku.edu

FONTS

The fonts used in the university logo and logo type are Frutiger (sans serif) and Bodoni (serif). Other fonts may be used for text in publications, but the fonts chosen should complement the logo type.

CLARK'S STYLE GUIDE FOR TEXT

Consistency helps create high-quality publications that tell prospective students, donors, alumni and friends that Clark is an institution of excellence. The best way to achieve consistency when writing text for a publication is to use a style guide. Clark uses the Associated Press Style Guide and Merriam-Webster Dictionary www.m-w.com, with some adaptations for Clark-specific usage. Clark's official style guide is now online at www.clarku.edu/offices/publicaffairs/guides/style.cfm.