A Guide to Requesting Mass Communication at East Stroudsburg University

Provided by the Office of University Relations
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The digital sign screens around campus are intended to promote campus events and provide important information (and reminders) to faculty/staff/students. The digital signs are not intended to promote commercial advertising, unless there is a direct affiliation to ESU associated with the message.

### Digital Sign Requirements:

- Must be submitted using Microsoft Office PowerPoint and must have a landscape orientation.
- Requests must be submitted to University Relations for approval at least 48 hours prior to the expected posting date. If you have a residence hall-specific message, please contact the resident director.
- Submissions must have a requested posting date and a requested removal date.
- Each sign/slide must have a title of no more than 25 characters and type size no less than 24 pt.
- Body of the message should be in paragraph or bulleted format and should be no more than 50 words in length. Font size should be no less than 16 pt.
- Colored font type must have sufficient contrast from background to be considered readable.
- Artwork or photographs may be used on slides as long as they relate to the message and are deemed appropriate content by the digital sign administrator.
- Submit digital signs to the vice president of your division for approval, or the faculty or staff adviser for student organizations. Once approved by the appropriate party, the sign(s) will be reviewed and approved by the director of university relations.
- If the submission does not meet the approval of the vice president or designee and/or the director of university relations, it may be returned to the individual submitting the material for edits.
- Once the submission meets the approval of the vice president and the director of university relations, it will be forwarded to the web team for posting on all university digital signs.
- Sign(s) will be removed from the rotation based on the requested removal date or earlier.

For your convenience, University Relations has created digital sign templates so employees may design their own signs with a uniform look. To access these templates, [click here](#).
University Bulletin

The University Bulletin is published by the Office of University Relations on Tuesdays and Fridays during the fall and spring semesters and on Tuesdays during the summer.

University Bulletin Requirements:

- **Deadline for submission is 10 a.m. on the workday preceding issue date.** To make a submission, visit [www.esu.edu](http://www.esu.edu). Click on “About ESU” and go to the link for University/Public Relations. The icon for Bulletin Submissions is in the right hand column. The form must be fully completed and include a phone number and contact person for each listing.

- Notices will appear in three consecutive issues only. Each notice is accepted on a one-time basis.

- The Office of University Relations reserves the right to edit all materials received.

- Notices are not accepted over the telephone.

- The University Bulletin is unable to accept submissions related to:
  - Lost and Found (contact University Police)
  - Housing Needs (contact Residence Life)
  - For Sale Items (use authorized campus bulletin boards for such information)
  - Personal Notes (congratulatory notices, rides wanted, etc.)
  - Commercial Advertising
  - Off-Campus Job Opportunities (contact Career Development)
In an effort to better disseminate emergency information, ESU’s emergency text messaging system (e2Campus) will alert students, faculty and staff during and only during, a campus emergency or weather alert. Powered by e2Campus, this system is a mass notification system that can alert you with a text message on your mobile phone, e-mail, wireless PDA, as well as RSS feeds.

**E2Campus Requirements:**

- In order to receive messages from ESU’s E2Campus system, individuals must register by visiting: [http://www4.esu.edu/emergency/login.cfm](http://www4.esu.edu/emergency/login.cfm)

- Messages must be initiated by the president or a member of President’s Council. Messages are generally sent from the president or PC to the director of university relations or designee for review and distribution.

- These messages are of an urgent nature and may direct subscribers to other sources of campus communication for details about the urgent matter.
Postmaster Messages

Postmaster messages to the ESU campus community are reserved for important information from the Office of the President and other information of an urgent or timely matter.

Postmaster Requirements:

- Postmaster messages must be submitted using Microsoft Word or Adobe PDF formats.

- All submissions should be thoroughly reviewed for grammar and spelling before they are reviewed by system administrators.

- Potential postmaster messages should be submitted 24 hours in advance of distribution and must include a requested posting date.

- Messages must be approved in the following order by (1) the director or chair of the specific department sending the message, (2) the vice president of that division and (3) the director of university relations.

- If the submission does not meet the approval of the vice president and/or the director of university relations, it may be returned to the individual submitting the material for edits.

- Once the submission meets the approval of the vice president and the director of university relations, it will be forwarded to the IT department for distribution to all ESU campus constituents (faculty, staff and students) via e-mail, the MYESU Portal, and Facebook.
Requests for listserv messages to the ESU campus community must be submitted to the Office of University Relations and copied to the University Computing Center.

**Listserv Requirements:**

- Listserv messages must be submitted in Microsoft Word or the body of an email. **Messages must include a subject line** and not exceed 150 words.

- Attachments are not allowed. Any supporting documents must be opened and imbedded (visible) in the message as JPEG file. (If you are using a PDF document, save it as a JPEG and then insert it into your e-mail or Word document before forwarding for approval and distribution.) Messages may also include hyperlinks to other documents, sites, or URLs that pertain specifically to the message being announced.

- Listserv messages **must be submitted for approval at least one week** prior to requested distribution.

- All messages should be checked for correct spelling and grammar. The Office of University Relations reserves the right to return messages to the originator for appropriate editing if necessary.

- There are three options in sending listserv messages: 1) the message may be sent to the entire campus community (faculty, staff, and students); 2) the message may be sent only to ESU faculty and staff; 3) the message may be sent to ESU students only. Requestor should indicate the desired recipient category.

- Once a message is prepared it should be forwarded to the individuals below for approval. All listserv messages should be approved in the following order:
  - Department director or chair, or faculty/staff adviser for student organizations
  - Dean of the college or vice president
  - Director of university relations
Warrior Notes

Due to the increased number of listserv requests, University Relations has developed Warrior Notes, which compiles all or most listserv messages each day into one, concise communication. The bulleted list of notifications and reminders is sent to all faculty, staff and students via email each afternoon.

Warrior Notes Requirements:

- If your message should **not** be sent to all faculty, staff and students, please specify, and it will be sent as a separate listserv to the audience you choose.

- The process for requesting a message for Warrior Notes is the same as the process for Listserv Messages.

Good afternoon, Warriors! Here are your Warrior Notes for Wednesday, January 8, 2014.

- **Support the Warriors** at this week’s home athletic contests:
  - Saturday, 1 p.m. (women) and 3 p.m. (men): Basketball vs. Shippensburg
  - For complete schedule, visit [http://www.esuwarrriors.com](http://www.esuwarrriors.com).

- The Office of Student Financial Aid will conduct a **workshop on filing the FAFSA** on Saturday, January 11. [Click here](http://www.esuwarrriors.com) for details.

- The **Student Enrollment Center has extended its hours of operation** during the first two weeks of the spring semester. [Click here](http://www.esuwarrriors.com) for details.

- For the 2014 Faculty and Staff **Holiday Schedules**, visit the Human Resources webpage and click on Holiday Schedules or [click here](http://www.esuwarrriors.com).

Daily Warrior Notes are archived and may be found at: [http://www.esuwarrriors.com](http://www.esuwarrriors.com).
MyESU Portal (Banner Communications)

The MyESU Portal System is password protected and available only to ESU faculty, staff and students. The portal will also eventually be available to prospective students and their family members. It is not intended for messages to the general public.

Banner Communication Requirements:

- All messages for MyESU must be submitted by faculty or staff in Microsoft Word. Messages must include a subject line and not exceed 150 words.

- Messages may also include hyperlinks to other documents, sites, or URLs that pertain specifically to the message.

- MyESU messages must be submitted for approval at least one week prior to requested distribution. Sender should indicate the requested start and expiration date for each message.

- All messages should be checked for correct spelling and grammar. The Office of University Relations reserves the right to return messages to the originator for appropriate editing if necessary.

- There are three options in sending messages via MyESU: 1) to the entire campus community (faculty, staff, and students); 2) to only ESU faculty and staff; 3) to ESU students only. Requestor should indicate audience category.

- Prepared messages should be forwarded to the individuals below for approval. Messages should be approved in the following order:
  - Department director or chair
  - Dean of the college or vice president
  - Director of university relations (once approved by the director of UR, the message will be forwarded to the computing center by the office of university relations for appropriate distribution).

- Messages intended for the entire campus community will appear on the main page of MyESU in a section titled “ESU Announcements.”

- Urgent messages will be placed on the main page of MyESU titled “ESU Urgent Announcements.”

- Specific messages intended only for faculty and staff may be found on the tabs specifically identified by Faculty or Employee Announcements, and will be organized by university division sending the message (i.e. Academics, Research and Economic Development, Student Affairs, etc.)
Social Media Messages

East Stroudsburg University currently has official listings on Facebook (East Stroudsburg University fan page); Twitter ESUniversity and YouTube.

Social Media Requirements:

- Requests must be appropriate for all internal (students, faculty and staff) and external (site visitors, prospective students, friends of ESU) audiences in order to be considered for posting.

- All submissions must be brief (Twitter only allows up to 140 characters per tweet). All submissions should be checked for grammar and spelling before they are reviewed by system administrators.

- Must include name of contact person and contact information.

- Must be submitted at least 24 hours in advance of distribution and must have a requested posting date identified.

- All messages must be approved, in this order, (1) director or chair of the specific department sending the message, (2) vice president of that division and (3) director of university relations.

- If the submission does not meet the approval of the vice president and/or the director of university relations, it may be returned to the individual submitting the material for edits.

- Once the submission meets the approval of the vice president and the director of university relations, it will be forwarded to the university web manager for appropriate posting.
Online Calendar

Requests for the Online Calendar are to be submitted to Conference Services via email. Conference Services will email a form to be completed and returned. Be sure the room is reserved and arrangements are made prior to listing an event in the calendar.

Online Calendar Requirements:

- Email Conference Services at conferences@esu.edu.
- A staff member from Conferences Services will email a form requesting the following information:

  1. Official Event Title
  2. Location(s) Requested
  3. Date(s) or Day of the Week Requested
  4. Time(s) Requested
  5. Sponsoring Organization
  6. Contact Person
  7. Contact Email\Phone
  8. Expected Attendance
  9. This function is mainly for (Staff, Students, Faculty, Public)
  10. Is this open to the public?
  11. Would you like this advertised on the ESU Insider Calendar?
  12. If Yes, Event Description (required for advertising on calendar)
Publicity, Publications or Photography

The Office of University Relations maintains a continuous flow of university news releases to the media. The office also designs brochures and provides photography services when appropriate.

University Relations would love to help you publicize your event or program. To request the services of University Relations, please visit our webpage at http://www4.esu.edu/about/offices/university_relations/index.cfm.

- For publicity (press release), click on the Publicity Request form.
- For a photographer, click on the Photography Request form.
- For a brochure, flyer, postcard, advertisement or other marketing materials, please click on the appropriate Request for Publications form. All flyers and other publications not designed by university relations must be reviewed by the Editorial Project Manager.
- Please direct all questions to the Editorial Project Manager, or if he/she is not available, contact the Associate Director of University Relations.
Communicating with the Media

The University Relations Director serves as university media spokesperson and will handle many of the inquiries that come in from the media.

If you are contacted by a newspaper, television or radio reporter, please contact the director of university relations to let her know. Please also see our brochure “In the Media Spotlight” for guidelines on speaking with the media if you are asked to participate in an interview. This brochure can be found on the university relations webpage at http://www4.esu.edu/about/offices/university_relations/index.cfm.