



## IPFW Editorial Guidelines

**Date: Effective July 1, 2013**

**Purpose: Sharing of Campus News, Events, Campus Accolades and Campus Communications**

IPFW encourages the campus to share news on the successes of our community. There are several vehicles to help promote campus news and celebrate accolades which include: *Inside IPFW*, *From the Desk of the Chancellor*, *IPFW in the News*, media relations, and social media (facebook.com/ipfw.mastodons; twitter.com/ipfw).

Decisions regarding whether the item will be included in any of the aforementioned communication options are based on a variety of criteria including, but not limited to:

- *Timeliness*: Did the news just happen or will it be happening soon? Or, can we connect it to a topic trending in the media? Is it an “evergreen” story, meaning that it is always relevant and timely and not tied to a specific event or theme, or will there be a connection to future breaking news?
- *Relevancy*: Does the story reflect the campus’s strategic priorities? For instance, does it showcase our faculty and student scholarship and research or community engagement? For university goals and strategic directions visit: <http://www.ipfw.edu/about/strategic-plan/goals-strategic-directions.html>
- *Prospective Student Interest*: Does the story idea appeal to a prospective student?
- *Uniqueness*: Does the story set IPFW apart from other local, peer institutions; or other institutions nationally or globally? Does this story set a particular IPFW school or college apart from others, as opposed to it being a common practice or story that can be found across campus?
- *Media Impact/Interest*: Has this story, or a similar story, already been covered by the media? Would the media find value in this story?
- *Community Appeal*: Does the story involve the community or local organizations, or share the campus’s institutional knowledge or resources with the community?
- *Photo Opportunity*: Can a photo of this story idea help to tell the news, providing the reader with a better idea of what happened? Would the photo be interesting, or unique?
- *Other Projects*: How best can the University effectively communicate the story idea while balancing other projects? Is there a way to share the story idea with media in unique and interesting ways: i.e. social media, blog, event tip sheet, etc. allowing them to tell the story?



**Inside IPFW mission statement:** To inform the campus community of news and information that affects them

Inside IPFW editorial consideration criteria includes:

- *Event:* An event that is open to the public, as well as events related to recruitment, retention and development. Space is limited for campus events in Inside IPFW and can best be promoted through: ipfw.edu/events
- *Action Item:* Something an end user can act upon (i.e., apply for a scholarship, buy a ticket to an event)
- *Feature Story:* Must meet at least one criteria under “Campus News & Events.” In other words, it must be particularly newsworthy, unique and show community impact or involvement.
- *Addtl items:* HR announcements, police and safety issues, new hires, construction updates, Purdue policy updates/changes, links to other departmental or college newsletters

**From the Desk of the Chancellor mission statement:** To celebrate the achievements of students, faculty, staff, and alumni

*From the Desk of the Chancellor* editorial consideration criteria includes:

- Published work in a peer-reviewed publication or by a reputable publishing company; funding of a grant as reported through Office of Research, Engagement, and Sponsored Programs (RESP), regional or national presentation of creative endeavor through performance or exhibitions, additional information as submitted by deans of the schools and colleges at IPFW. \*Note: Official grant notifications will be reported through information submitted directly by the associate vice chancellor for research, engagement, and sponsored programs.
- Award that has broad appeal and is particularly newsworthy, unique, showing collegiate, inter-collegiate or community impact or involvement (ex. Amanda Hyde, IPFW senior, named Summit League Scholar Athlete of the Year).
- Achievement that denotes broad appeal for the larger region i.e. appointment to office, distinguished alumni award, regional or national recognition. (Example: Keith E. Busse awarded IPFW Distinguished Alumni Award for service to the community).
- Submissions from campus community will be reviewed in consultation with the appropriate offices:
  - *Faculty:* Vice chancellor for academic affairs, associate vice chancellor for research, engagement, and sponsored programs, dean or college administration
  - *Students:* Vice chancellor for student affairs and enrollment management, dean, or college administration
  - *Staff:* Area unit director, university administration
  - *Alumni:* Director of alumni relations, and university administration as needed.

**IPFW in the News mission statement:** To report to the campus community where IPFW is featured or mentioned in published local, regional, and national news stories.

- *IPFW in the News* features stories from reputable media outlets (newspaper, TV, radio) from local, regional, and national media sources.

## Submitting Story Ideas

The most common communications requests are for Inside IPFW or From the Desk of the Chancellor. Information for these university communications pieces are planned two to three weeks in advance to ensure content remains current, timely and relevant and aligns with our strategic plan.

If the item or story does not meet the editorial guidelines above, keep in mind there are many other ways in which the chief communications officer can share the news with the campus, and community including social media, blog posts, and traditional media channels.

Story ideas should be submitted for consideration to Nicole Wilkins, chief communications officer at wilknn01@ipfw.edu; write STORY IDEA and the name of the publication (INSIDE IPFW, FROM THE DESK OF THE CHANCELLOR, etc.) in the subject line. The chief communications officer will respond within five business days, and communicate the best way to share the news. Details regarding campus event promotion must be submitted four weeks prior to the event.

While all submitted story ideas will be taken under consideration, it's important to note final editorial decisions lie with the chief communications officer.