



Rhodes College
— 1818 —

Communications Manual

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Every member of the Rhodes Community is an ambassador for the college. The same is true for the print and electronic publications that bear the institutional seal or logo. Just as intricate attention and energy are devoted to keeping the campus beautiful, so too must we all take care to maintain the college's image when we communicate with all college stakeholders.

The wide variety of communications issued throughout the year by all departments requires a central coordinating authority to ensure that institutional standards are maintained. That central entity is the Communications Office, and its staff members are eager to assist the campus community in communicating with target constituencies in the most effective language and media available.

Let's Communicate

Departments around campus are responsible for a wide variety of communications aimed at an array of target audiences for a multitude of purposes. Brochures, newsletters, flyers, postcards and event programs are but a few of the paper publications that emanate from Rhodes, and electronic technology has opened many other avenues for communicating with internal and external audiences. Then there are other items that represent the college that we don't always categorize as communications. Under this heading fall certificates, awards and gift items of various types. **All fall under the umbrella of the Rhodes brand and should be coordinated through the Communications Office.**

How to Get Started

Sometimes staff members know exactly what they want to accomplish with a communications project. In such cases the contact with the Communications Office may be a brief visit to arrange for copy changes and printing services. Other times staffers may find that a conversation with a communications expert will open new doors for reaching target audiences effectively.

There are three primary avenues of assistance available—media relations, print publications and electronic media. Below is contact information for each:

Electronic Media	Christina Huntington	huntingtonc@rhodes.ed	843-3873
Media Relations	Dionne Chalmers	chalmersd@rhodes.edu	843-3470
Print Publications	Lynn Conlee	conleel@rhodes.edu	843-3148

Frequently Asked Questions

*We are having an **event** and would like to let people in the Memphis community know about it. What's the best way to do that?*

There are a variety of ways to get the word out about events at Rhodes. Depending on lead time and the nature of the event, we might choose to utilize the media (newspaper, radio and television), flyers posted around the city or even paid advertising. You will want to list the event on the calendar of events and it might be possible to post it on the Web site. Your best bet is to call Daney Kepple who will put together the team within Communications to help you with a publicity plan.

*What's the best way to get **news** to the campus community?*

Given our diverse audiences, we've found a consideration of media ranging from Facebook postings to creative use of electronic and print media will be most effective in engaging the attention of the campus community. Call Daney Kepple who will be glad to help.

*How do I update my **Rhodes Web page**?*

We are rapidly converting the "legacy" sections of rhodes.edu to the new design, a process that includes incorporating the information into the site-wide content management system, Red Dot. When the transition is complete for each department, a faculty or staff member or student worker is trained to perform updates, giving the department much more control over schedule and content.

A glance at your department's site will reveal whether it has been converted. If it is in the same style as the home page, it has been converted and someone in your department can help you with changes. If not, contact Christina Huntington who will schedule a time for the Communications Office to make your changes.

*How do I produce a **brochure**?*

The short answer to this question is, Call Lynn Conlee. She will schedule a time to meet with you to complete strategy and tactic briefs (see Appendix A and B) and get your project under way. The process takes some time for planning, assembling copy and art and printing, so it is best to make the call at least eight weeks before you need delivery.

What if I don't have eight weeks?

Call us. We'll see what we can do.

Since I know what I want, would it help for me to create my brochure in Microsoft Publisher or some other format and just run it by the Communications Office to be sure it's okay?

While we very much appreciate the spirit of this offer, the answer is, No, not really. In fact, doing so will actually slow down the process. Professional printing companies are not equipped to work with Publisher files so they will have to be converted to Adobe InDesign. The conversion process is laborious, so beginning the design on your own will delay the delivery of your project.

*Our department has had a **newsletter** for a number of years. Is it okay if we continue to print and distribute it as we always have?*

The answer to this one is a definite maybe. If you have been doing it for several years, the chances are good that it does not utilize the current logo or conform to the college's official Visual Identity System. Since departmental newsletters are one of the most cherished forms of communications with alumni, it is especially important for them to carry the Rhodes branding standards.

There's another important reason for departmental newsletters to work with Communications. While many departments strive to maintain mailing lists, few have the resources to keep them up to date. Communications can facilitate pulling an up-to-the-minute list from the college's main database. We can also help you convert to an electronic version if most of your department's majors have provided email addresses. This option can be a major boon to departmental budgets since it eliminates both printing and postage costs.

*What is the **Visual Identity System**?*

The Rhodes Visual Identity System is a style guide that provides standards for type fonts, logo usage, appropriate photography—in short, it is the handbook for conformity with the Rhodes brand. View it here \\Fileserver1\facstaff_community\Communications\Public.

In producing a brochure, who pays for what?

If the brochure is a repeat publication and printing is contained in your budget, you will continue to pay that expense. Because conforming to the Visual Identity System is an institutional priority, the college has allocated funds within the Communications budget to bring all publications up to the highest design and production standards.

I have been working with the same designer and printer for years. Is there any reason I can't continue those relationships?

Probably not. The Communications staff will be happy to interview your vendors and, if they agree to conform to college standards, they will be placed on the approved list. The only difference in work flow will be that the designer and printer will receive direction from Kevin Barré, the college art director.

*Who do I talk to if I have an idea for an **op ed** or want to approach the media with a story idea?*

If your idea is for the local or regional media, call Dionne Chalmers. If it is national in scope, get in touch with Daney Kepple. College policy requires that all approaches to the media be coordinated through the Communications Office.

What if the news media calls me?

Since it is always a good idea to have a chance to gather your thoughts and do any necessary research before speaking with the media, arrange a time to call the reporter back. In the interim, let Dionne Chalmers or Daney Kepple know about the contact. If you are arranging for a reporter to come to campus, Communications will have to alert Campus Safety to allow entry onto campus. If we skip this step the reporter may be delayed at the gate. This often ruffles feathers and almost never leads to a satisfactory outcome.

Let's Get Specific

Print Publications

Departments planning print publications should schedule a meeting with Lynn Conlee at least eight weeks before expected delivery of the publication. Prior to the meeting, the client department is encouraged to consider the advantages of utilizing electronic technology in addition to or instead of methods used in the past. Please give thoughtful consideration to the following questions and, when meeting with the Communications Office staff, be prepared to discuss them.

- How will the project advance the Rhodes Vision?
- What other benefit will the project create?
- What is the most important idea you want to convey?
- Who is the audience?
- What action do you want the audience to take?
- How does the target audience best receive information?
- How will it be distributed?
- How will success be measured?
- What contributions will you make to the success of the project?
- Describe the process your department will use in making decisions about the project.
- What are the obstacles to success?

When a strategy brief (See Appendix A) is completed and signed, the client department can choose among several paths:

- Rely completely on the Web site.
- Rely completely on print publications.
- Utilize a combination of media relations and print and electronic publications to accomplish the objectives.

The Communications Office staff will provide assistance with whatever methods are chosen.

Print Publication Policies

Copy

The Communications Office can always provide copy consultation services and under certain conditions can provide copywriting as well. Those arrangements will be negotiated on a case-by-case basis. Otherwise the department should submit full, final, accurate and approved content. Publications will be entered into the design/production phase when content has been completely reviewed, edited and approved as needed. Extensive content changes after initiation of design/production will substantially delay completion.

Any copy that contains specific references to content on the Rhodes Web site must be approved by Christina Huntington to ensure that the shelf life of the printed publication does not outlive the Web address.

When a standing publication is to be revised, the client should clearly mark changes in red ink on the old publication. Longer changes should be submitted electronically with labeled text blocks with the point of insertion clearly marked on the old copy. Extensive revisions require a new electronic file with instructions clearly marked in red ink on one printed sample. If the standing publication exists online, the exact Web address/link should also be provided.

New text should be submitted in a Microsoft Word document *with minimal formatting* deposited in the Communications inbox on the fac/staff server or sent as an attachment to an email message. A printed copy should also be provided. Text submissions must be reviewed, edited and approved at the department level before submission. The Communications Office staff will make final edits as needed to comply with college standards.

After the client has submitted all materials for publication, the Communications Office will provide a production schedule that includes estimated review/proof dates of layout and design and final delivery/publication date. *The client is responsible for proofreading in all stages of production.*

If the Communications Department's design/production resources are completely engaged with other projects, it will retain a college-approved external designer/producer to complete the project.

Art / Graphics / Photos

If the client department knows the art, photographs, signatures, logos, mailing indicia, etc., to be included, those items should be supplied—preferably in original high-resolution electronic format—unless otherwise discussed. The Communications Office can also assist in selecting photographs from archive files or have original photographs shot for the publication. The Communications Office may engage external photographers from an approved list for that purpose with approved budget from the department.

Printing

The Communications Office will obtain cost estimates from up to three printing suppliers. Print quantities are needed at least three weeks before the printed publication is expected, or earlier if special paper or envelopes are required. Specialty envelopes can take up to six weeks to deliver. Printing contracts are awarded based on cost, work quality, production and post-production requirements and ability to meet deadlines. All contact with the printer should be coordinated through the Communications Office. Requests to contract with printers or other vendors not screened by the Communications Office must be approved by Daney Kepple.

Electronic Publication Policies

Hosting / Maintenance

Approved college online publications are hosted internally on the Rhodes web server. Web technology, scripts and file formats must comply with Rhodes' server restrictions and should use Rhodes' Web content management system whenever possible. Each department is responsible for keeping its section of the Web site current through ongoing maintenance after launch. A department should be prepared to discuss maintenance when planning the project.

The Rhodes logo should appear on all electronic media produced by any department of the college. When the Rhodes logo is used in an electronic publication, especially online, it should always link to the Rhodes homepage (<http://www.rhodes.edu>).

Web domains

Any online materials pertaining to official college business, offices or departments should use rhodes.edu as their primary domain. Other domains should not be purchased and/or publicized unless approved by the Communications Office. Contact Christina Huntington for more information.

RedDot CMS

RedDot is the web content management system that powers our new site. The system is accessed through a Web browser like Internet Explorer (without installation of additional software) and provides a simple interface for editing

and building web pages. Most tasks are performed in a text editor that resembles Microsoft Word. One-on-one training takes about an hour, and the Communications Office provides ongoing support through manuals, email, “house calls” and (starting this fall) open lab sessions.

Outside Logos

Use on the site of logos other than that of Rhodes College is generally discouraged. However, because of the college’s numerous partnerships in Memphis and around the world, there may be times when the display of another organization’s logo will further the educational mission. These decisions will be made on a case-by-case basis. Please forward all such requests to Christina Huntington.

When the posting of another institution’s logo is approved, the following guidelines apply:

- Location: The logo should be placed in the content area (generally the center column) of the page
- Size: The logo should not be larger than the Rhodes logo.

Link Exchanges

The same general rules apply to links to other Web sites. We are generally happy to link to partner institutions and to other sites that serve an educational or informational purpose, when the context is appropriate. We welcome links to our site from entities that serve those purposes. Please forward all requests for link exchanges to Christina Huntington.

Use of the Server

All Web material hosted on the Rhodes server must conform to college policies. The college reserves the right to remove any material that does not do so.

E-Newsletters

If you are interested in sending out a newsletter electronically, you have two options.

1. You may create a traditional newsletter that contains all photos and articles within it, using a layout program and a template provided by the Communications Office. Rather than printing hard copies, you may convert the file to a PDF to be hosted on rhodes.edu. A short, plain-text email message including a link to your PDF will be distributed through the Alumni Office to your list.

Contact Lynn Conlee if you need a layout template. Contact Christina Huntington if you’ve completed the layout and don’t already have access to upload the PDF to rhodes.edu. Contact Tracy Comer in Alumni Affairs to arrange your mailing and recipient lists.

2. You may create an e-newsletter, with graphics and text embedded directly in your email message, using the RedDot CMS. E-newsletters may send a single, targeted message (like a short letter) or a list of articles with links to the full article content posted within your department site.

If you choose to use the e-newsletter templates, Communications will:

- a. help you set up a news article site section.
- b. provide you with training to produce all parts of the newsletter.
- c. work with you to customize the E-newsletter template within the parameters of the Visual Identity System.
- d. help coordinate the mailing through the Alumni Office.

Text Content

All text should be submitted in a MicroSoft Word document with minimal formatting deposited in the Communications inbox on the fac/staff server or attached in an email. Text submissions must be reviewed, edited and approved at the department level before submission. The Communications Office staff will make final edits as needed to comply with college standards.

Art / Graphics / Photos

If the client knows the photographs to be included, those should be supplied—preferably in electronic format. The Communications Office can also assist in selecting photographs from stock or archive files or have original photographs shot.

Online Calendar

The rhodes.edu calendar lists public events that have been entered into the Event Management System (EMS). In order to publicize an event to the calendar, use the “Publicity” tab in the EMS. Select the box for “List this event on the Public Calendar” and assign a category to the event.

You must add your event into the EMS in order to publicize it, regardless of whether the event takes place on campus. If details about the event (such as location, date or time) change, you will be responsible for making updates in the EMS.

If you have questions regarding any aspect of the events calendar, contact the Scheduling & Events office at x3888.

Special Electronic Projects

The Communications Office is available to manage or assist with additional electronic projects and vendors outside the scope of rhodes.edu, such as E-cards, online video, integration with other campus applications or design for vendor-hosted sites. Please contact Christina Huntington to explore possibilities for achieving your goals.

Media Assistance

The Communications Office seeks ways to communicate the Rhodes Vision and enhance the image of the college among all target audiences—locally, regionally, nationally and internationally. News releases are typically reserved for news and events that extend beyond the Rhodes campus. Although careful consideration will be given to each submission, please note that some information will be more appropriately included in other communication pieces such as a news item on rhodes.edu.

Examples of news and events that might warrant news releases are (but are not limited to):

- innovative teaching techniques
- a significant award or recognition
- ground-breaking research
- lecture, performance, exhibit open to the public
- outreach that impacts the lives of communities outside of Rhodes College

Submitting Information for News Releases

To avoid duplication of efforts and to help the Communications Office distribute messages that are accurate and timely, requests for news releases should be emailed to Dionne Chalmers or Daney Kepple. When sending requests, please supply the following:

- Who or what should be the feature of the news release?
- Who is the contact person for questions from the media or the public?
- What is the primary message to be conveyed?
- What key points can be made about the person or event?
- If this is an event:
 - When and where will it happen?
 - Who is the sponsoring group(s)?
 - Would the public be interested in attending?
 - Is there an admission fee or reservation required? If so, what is the amount and contact?
- Helpful facts, statistics, background information about the person or event.
- Images or photos that could accompany the release and be uploaded on the Rhodes Web site. If images or photos are copyrighted, has permission for use been granted?

Distribution of News Releases

News releases are distributed by the Communications Office to the appropriate media outlets depending on the nature of the story. News release information typically is also posted on the Rhodes Web calendar or as a news item on rhodes.edu.

Importance of Submitting News Release Information in Advance

To allow adequate time for follow-up, distribution to media outlets and placement on the Web site, news release requests should be made at least four weeks in advance. Many media outlets ask that releases publicizing events be sent at least three weeks in advance, and the staff needs time to verify information, prepare the news release, collect images, generate the appropriate media distribution list, etc.

Contacts with the Media

To coordinate efforts, faculty, staff and students must contact Dionne Chalmers or Daney Kepple before contacting newspapers, television or radio stations. The Communications staff can be of assistance in identifying appropriate media outlets, reviewing media releases and ensuring they get to the right media contact.

When an external group is sponsoring an event to be held on campus with a Rhodes department, unit or student group and the outside group is handling publicity, please let the Communications Office know.

Many times faculty and staff are called on as experts. When a contact has been made with the media, please let the Communications Office know. In situations where someone from the media contacts the Communications Office first, the office will facilitate contact between the media and the individual to be interviewed.

Members of the media are not allowed on campus without approval of the Communications Office.

Appendix A



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Strategy Brief

Department _____ Contact _____

Name of Project _____ ID# _____

The project is ___ a one-time endeavor will be repeated at ___ intervals. Due Date _____

The project is ___ print ___ electronic ___ both ___ other. Budget _____

Explain how the project will advance the Rhodes Vision.

What other benefit will the project create?

What is the most important idea you want to convey?

Who is the audience?

_____ Prospective Students

_____ Current Students

_____ Alumni

_____ Faculty

_____ Off-Campus Community

_____ Parents of Prospective Students

_____ Current Students' Parents

_____ Donors/Prospective Donors

_____ Staff

_____ Other

What action do you want the audience to take?

How does the target audience best receive information?

How will it be distributed?

How will success be measured?

What contributions will you make to the success of the project?

- _____ Gather all content before submitting project for layout
- _____ Provide photographs
- _____ Work with Communications staff to choose photographs from archives
- _____ Proofread carefully
- _____ Gather all departmental input and convey succinctly
- _____ Meet all deadlines

Describe the process your department will use in making decisions about this project.

What are the obstacles to completing this project?

Next Steps

Communications	Date	Department	Date
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Appendix B

Print Tactics Sheet

General Info

Job Title _____ Today's Date _____

Job Number _____ Client _____

Copy Due Date _____ First Proof Needed _____

To Printer Date _____ In-Hand Date _____

Additional Information

Mandatory and Specific Guidelines about the project in general.

Photos _____

Graphics _____

Colors _____

Format _____

Paper Stock _____

Quantity _____

Mailing Options

- Self Mail
- First Class
- Indicia
- No Indicia
- Envelope
- Bulk Postage

Appendix C

Web Tactics Sheet

Web Strategy Sheet

General Information

Job Title _____ Today's Date _____

Client _____

Copy Due Date _____

Photo Due Date _____

First Proof Needed _____

Publish/E-Mail Date _____

How will content (text, photos) be provided? Will it be taken from an existing site or print piece? Written/produced from scratch? Is there related information that should be associated with this piece (links to other material)?

Is there already a web address in use? How will your audience(s) get to the online publication? Where on rhodes.edu should it be linked? _____

List sites or publications (if any) that have served as models for your proposed project.

Additional Information

Security (login required? / SSL?) _____

Other Functionality (web forms? audio/video?)

Content Ownership _____

Photos _____

Associated Services

- Writing / editing
- Photography
- Audio / video development / conversion
- Database design / integration
- External site / service integration
- Research / competitive landscape
- Broadcast email
- Other _____



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