Getting

THE MESSAGE

Out
The Office of University Relations at Hofstra serves as a communications hub for news generated by the entire Hofstra community – faculty, staff, administration, students, alumni and friends. That news ranges from the receipt of prestigious faculty and student awards to the introduction of new academic programs to the retirement of a longtime colleague – and includes everything in between.

In addition to publishing and promoting the news at Hofstra, University Relations assists members of the Hofstra community with their marketing needs: identifying target audiences, establishing budgets, writing and designing creative materials, and creating strategic plans.

University Relations comprises a wide array of departments, located in five buildings on the Hofstra campus. Together, these offices help all those at Hofstra communicate news to their target audiences effectively and in a timely and cost-effective manner. This assistance can take the form of a publicity campaign, advice about cost-effective mailing, or updating information on the Hofstra Web site.

To help you better understand and use the services of University Relations, we have put together this brochure, which outlines what we do, the procedures for creating a publication, and the varied resources available to help you communicate your message.

I hope you will work with us and use us as a resource.

Melissa Connolly
Vice President for University Relations
A member of the University Relations staff serves as the publicity contact for every college and department at Hofstra. That person can help draft a press release; post information on the Hofstra Web site; assist with brochures and posters; help plan and publicize new program launches, marketing initiatives and events; and contact appropriate off-campus media outlets. All the services listed throughout this brochure can be coordinated by your publicity contact, if you so wish, to create a comprehensive and consistent campaign.

**External Publicity**

The Office of University Relations is here to help you publicize your news in off-campus print, broadcast and online media. Newsworthy items may include faculty publications, faculty or student accomplishments, research, upcoming events, awards or grants. We also identify experts within each department who can speak with the news media on particular topics.

**Internal Publicity**

University Relations staff ensures that accomplishments, programs and events are publicized in all University-produced communication vehicles, which may also include alumni and development communications, letters to students and advertising programs.

One of the key ways the Office of University Relations publicizes events, accomplishments and major programs of note to both internal and external audiences is through [news.hofstra.edu](http://news.hofstra.edu), Hofstra’s news website. You can submit an item for publication on news.hofstra.edu through the PR rep for your area.

For the most up-to-date list of assignments, visit [hofstra.edu/news](http://hofstra.edu/news) and click on **University Relations** then click on **Contact List**.
SOCIAL MEDIA

Hofstra’s Social Media Manager is a part of the University Relations team. This person manages all aspects of the University’s main institutional and Admission social media accounts, as well as monitoring other University-related and influencer social media accounts. The social media manager works closely with key departments on campus with a substantial social media footprint, including the Division of Student Affairs, to coordinate and share content, and is available as a consultant/advisor to any program or department on campus about social media best practices and strategy.

Twitter: @HofstraU
Facebook: Hofstra University
Instagram: @HofstraU
Pinterest: https://www.pinterest.com/hofstrau/
Snapchat: HofstraU

For more information, contact:
Karla.Schuster@hofstra.edu

Hofnews is a daily e-mail blast distributed by the Office of University Relations to all GroupWise members. It is used to publicize upcoming events and departmental news. Hofnews is also used for bereavement notices.

If a Hofnews item pertains to an academic department, it must have approval from a dean as well as the Provost’s Office. If the message originates in an administrative area, it must be accompanied by approval from a vice president.

Send requests to:
Ginny Greenberg
Editor and Director of Public Relations
ginny.greenberg@hofstra.edu
ext. 3-6819

Hofstra Magazine is the official alumni publication of Hofstra University, published once a year. Please let us know if you have a suggestion for an alumni profile in Hofstra Magazine or would like to submit an accomplishment for publication.

Send requests to:
Karla Schuster
Karla.Schuster@hofstra.edu
ext. 3-6493
"This Week at Hofstra" Alerts

Every week, the University Relations team sends out an alert to local media highlighting newsworthy events or programs happening on campus for the following week. Generally, these weekly alerts list a maximum of 5-6 events. Some examples include an academic conference, lecture or performance, a volunteer project such as Relay for Life, a University-wide event (holiday lighting, blood drive) or a student affairs program (the Its on Us launch, stressbusters program). If you’d like an event included in this alert, forward information about your event to University Relations by the Thursday of the week before the event is scheduled to take place. Include the following details: date, time, location, a brief description of the event and why it is important or newsworthy (please note if there is a particular part or time during an event that is especially visual or newsworthy and describe if possible), and the on-site contact’s name and cell phone number.

For more information, contact:
Karla.Schuster@hofstra.edu
ext. 3-6493

Hofcast, located on Channel 32 on campus, is Hofstra University’s 24/7 information station, which is available to the Hofstra community to publicize and promote their events and send campus-wide announcements. The Hofcast system is broadcast on LCD screens that are located on both the North and South Campuses in academic buildings, residence halls and common areas.

In order to have your event considered for Hofcast, please e-mail the following information to the address given below, along with any artwork you would like to use. Please make sure the artwork is not copyrighted. Remember that all events submitted to Hofcast are subject to review by the University Relations Office.

All submissions should include:
• Name of Event
• Date, Time, Location
• Sponsorship Information
• Contact for More Information

Many Hofstra students have said that Hofcast is their main “go to” for events. We encourage you to take full advantage of this great promotional tool. It is there for you to utilize!

Send requests to:
Kristine Glanzer at Kristine.M.Glanzer@hofstra.edu

In addition, events can be added to Hofstra’s Event Calendar by submitting them at http://events.hofstra.edu (click on the “submit an event” button.)
Outdoor Electronic Message Signs: The University is also installing two large outdoor electronic message signs (on the south side of Hempstead Turnpike just before California Avenue and near the East Gate on Earle Ovington Blvd.) during the Fall 2015 semester. These signs will be available to promote major University events, as well as display messages of general university/community interest (i.e.: Congratulations Graduates, Delayed Opening). Messages submitted for possible use on the outdoor electronic signs must be concise – no more than 2-3 lines of text – and are subject to review by University Relations prior to posting.

Send questions to:
Kristine Glanzer at Kristine.M.Glanzer@hofstra.edu

E-newsletters: If you’re interested in sending out a newsletter, you can set up an email newsletter through University Relations. This will allow you to send regular email updates to subscribers and see how they are received to know what information is best received. There is a cost related to the number of contacts in your account.

Send questions to:
Francis Rizzo III, Executive Director, Design & Production
francis.a.rizzo@hofstra.edu
ext. 3-4428

Graduate Program Brochures: If you are the director of a graduate program and need new or updated marketing materials (i.e., brochures) for your program, please contact Jacklyn T. Kuehn in the University Bulletin Office. She and your contact in the University Relations Office will work with you on a new or revised trifold brochure.

Send requests for graduate program brochures to:
Jacklyn T. Kuehn, University Bulletin Editor
Jacklyn.Blaney@hofstra.edu
ext. 3-6170

NOTE: If you’re working with a member of the communications staff to promote your event, the communicator will use all these tools on your behalf. You will not need to make separate arrangements to use these tools.
PRODUCING A PROMOTIONAL PUBLICATION: WHAT IT TAKES

It is helpful to understand the basics of creating a publication before you begin. Generally, it takes 8-12 weeks from concept to distribution of a publication, if all parties work on the publication consistently and thoughtfully. Be sure to allocate enough time, especially at the peak times during the academic year (September-October, March-early May).

If your budget allows, you may use a freelance designer in consultation with the creative director, or use outside printers. This may shorten production time by a week or two.

The steps are:

1. **Conceptualizing** – What kind of publication do you want – is it a flier, a trifold, an 8½-by-11” brochure with binding? Have you done a similar brochure that can be used as a model? Is it black and white or color? What kind of budget do you have? What kind of paper is necessary? Does it require photos or illustrations, charts or pull quotes? How will the reader use this information? Will it be mailed or distributed at events?

2. **Writing** – You can submit copy through the WebCRD Online Print Center (webcrd.hofstra.edu) or work with your department’s contact in University Relations, who will guide you through the process.

3. **Editing** – Editorial Services will review your draft copy, make necessary grammatical changes, and apply consistent AP style, while also making editorial suggestions and comments. After you have reviewed the edited text and made any necessary revisions, you must e-mail the revised file as an attachment to creativeservices@hofstra.edu.

4. **Design** – After editing, an artist in Creative Services will consult with you. Often, two rounds of revisions and consultation are required before a final design is agreed upon. During this time, you may look at the photos in our Extensis photo library (http://extensis.hofstra.edu/) or at stock.adobe.com and help the artist understand what your publication should look like. The design process generally takes the longest time, as artists are frequently working on several jobs at the same time, and you will need time to review work, get suggestions from others in your department, make changes and think carefully about your goal for the piece.

The artists in Creative Services design approximately 1,100 publications each year.
5 Printing – While you and the artist work on the design of your publication, the director of Printing Services is either bidding the job to an external printer or making sure your job can be printed in house.

Outside Printing
Generally, jobs of more than 5,000 pieces; jobs that require perfect binding or coated paper stock, are printed externally. These require three bids and a purchase order. Printer bids will be faxed to your department for submission to the Purchasing Department for a purchase order.

In-House Printing
All other jobs can, depending on workload, be printed by our Print Shop. These jobs are charged back to your budget. Generally, there is a significant savings when jobs can be printed internally, as your budget is charged only for paper and impressions. You receive a print estimate when your job is submitted online.

6 Review and approval – The creative director reviews jobs to make sure all graphics and design meet our guidelines and standards and that all graphics meet copyright specifications; a member of the Editorial Services staff does one final review; and the vice president for University Relations looks at overall presentation.

7 Printing – Printing can take between two days and two weeks, depending on the workload and specifications for the job. The Hofstra Print Shop prints almost 1,000 publications each year, not including copying services, so at peak usage times, the wait can be a few days. Customers can opt for external printing if time is short.

8 Mail/distribution – Publications may be delivered to your department by the Hofstra Plant Department, or the Mail Center may assist you with postal delivery. If you use the Mail Center, you must supply the Mail Center manager Janine Macedo with your mailing lists. The mailing process is:

a. Deciding which class of mail – The manager is available to assist you with this decision, but generally, you can use bulk rate, first class or non-profit. You should make this decision during the design phase, as mail class may affect the design of your piece. Using a non-profit bulk rate saves significant costs, but delivery can take up to 10 business days, whereas the first-class bulk rate is more than double the non-profit rate, but has a delivery time of one to three business days. For very large mailings, the Mail Center will send your mailing to a mail house to ensure optimal service. There is a charge back to your department for this service.

b. Preparing lists for mail – The manager will run your lists through various postal programs to prepare them for the class of mail chosen, applying address corrections and proper postal sorting for the desired class of mail.

c. Addressing and inserting – The Mail Center can address and/or insert your piece into an envelope.

d. Applying postage – Postage is charged back to your department’s postage line.

e. Delivery to the post office
Submitting a Job for Publication

Editorial Services, Creative Services and the Print Shop use an online job submission and tracking program called the WebCRD Online Print Center, which can be found at webcrd.hofstra.edu. This program allows you to submit a request for design, editing or printing anywhere, anytime using a computer with Internet access. It also allows you to upload files and track the progress of your job.

Before you use WebCRD for the first time, you must open an account and set up a profile. Printing Services offers training seminars and a printed booklet that provides a step-by-step outline of the procedures for using the WebCRD Online Print Center. The booklets are available in the Creative Services office, located in Butler Annex, and can be downloaded by visiting the WebCRD Online Print Center and clicking on Getting Started.

To establish a WebCRD account and for help with the program, contact: printshop@hofstra.edu or call Carolann Parrino @ ext. 3-6885 OR Jennifer McRanor @ ext. 3-6963

The Online Print Center can be found at webcrd.hofstra.edu.

Photography

The Office of University Relations can provide digital photography by scheduling our University Photographer, a student photographer, or a freelance photographer to be at your event. Please give advance notice of at least two full weeks so we may ensure coverage.

However, submitting this form (www.hofstra.edu/photoform) in advance does not guarantee photography coverage.

PHOTOGRAPHY RELEASES: *If you plan to use any of the photographs for promotional purposes (ex: brochure, flyer, poster, advertisement) you must have a signed Photography Release Form from all individuals (or a guardian if subject is under 18) prior to the photo shoot.


For more information, contact: photo@hofstra.edu

Extensis

Need a picture of Calkins Hall for your brochure? Hofstra University has an extensive, searchable online collection of photos for use in publications and Web sites called Extensis, (http://extensis.hofstra.edu/), which features news and promotional images, logos and headshots. The advantage of using images from the Digital Asset Management system, besides being able to search for them in one location, is that all images have model releases filed with University Relations, so they have appropriate copyright clearance for most Hofstra uses. Search by keywords, or use a list of the most common phrases to find what you’re looking for. To get started with the system, send an e-mail to the address below requesting an introduction. Please note: You must be on campus to use this database.

For further information, contact: creativeservices@hofstra.edu

Stock Photography

University Relations has access to a wealth of copyright-cleared stock photography to use in your print and online promotional projects. General stock photography, which can enhance your materials, is available through our subscription to Adobe Stock (which can be previewed at stock.adobe.com.) Working with one of our Creative Services artists or with our Interactive Media team, you’ll be able to select images that represent your ideas and make your projects look great.
Creative Services

Kelvin Fonville, Creative Director

The Hofstra community can take advantage of the services of a professional creative studio right on campus. In cooperation with University Relations and Editorial Services, Creative Services develops publications, posters, mailings and more, helping to get your message across clearly and effectively while maintaining the strength of the Hofstra identity. With access to the latest publication software, deep photo archives and a wealth of creativity, the artists in the studio will work collaboratively with you to create a publication. Creative Services is located in Butler Annex, South Campus.

For further information, contact:
CreativeServices@hofstra.edu
General phone number: ext. 3-6963

Editorial Services

Linda Merklin, Manager

Located in Butler Annex South Campus, Editorial Services is responsible for editing all Hofstra brochures, newsletters, student handbooks, guides, invitations, posters, magazines, and student recruitment and alumni materials. Any publication initiated through Hofstra’s WebCRD Online Print Center is routed through Editorial Services. The editors change text to conform to standard rules of grammar and usage and they suggest editorial changes in an effort to clarify meaning and improve sentence and paragraph structure and flow. As a job moves through the design phase, they work collaboratively with Creative Services and members of the campus community to ensure that all Hofstra publications adhere to the University’s current branding and style. With The Associated Press Stylebook as their standard guide to usage, the editors work with clients to help them express their thoughts, polish their writing, and enhance the overall value of each publication and its impact on the target audience.

For further information, contact:
Linda.A.Merklin@hofstra.edu
ext. 3-6884
Printing Services

Vicki Dwyer, Director

Printing Services in Butler Annex South Campus, offers a number of services for the Hofstra community, including:
- color and black-and-white photocopying
- printing and binding (stitching, tape binding and plastic comb binding)
- folding
- padding
- large-format color printing of posters (mounted or unmounted)

Among the products produced by the Print Shop are:
- business cards
- note pads

The Print Shop also offers assistance in utilizing external vendors for larger-scale print jobs and guidance with the WebCRD Online Print Center, which allows you to order printing services from any computer with access to the Internet.

For further information, contact:
printshop@hofstra.edu
ext. 3-6881

Mail Center

Janine Macedo, Manager

Housed in Butler Annex South Campus, the Mail Center provides delivery and pickup service for thousands of Hofstra’s incoming, outgoing and interoffice mail pieces every day for administrators, faculty, and staff. As the University’s liaison with the U.S. Postal Service, the Mail Center assists with first-class, certified, express, insured, priority, and registered mail. The Mail Center makes UPS’s CampusShip Desktop Service available on any office computer. When processing either first-class or nonprofit bulk mail, the Mail Center often simplifies mailings with its addressing system and inserting machine. Mail Center suggestions on mail piece design, mailing formats, and list management often optimize delivery time and minimize costs.

For further information, contact:
mailcenter@hofstra.edu
ext. 3-4737
The Office of Interactive Media, located in Butler Annex, South Campus, offers assistance in maintaining Hofstra’s official Web site and training in the use of Cascade, the content management system (CMS) that runs the site. University schools, departments, offices and areas can access the CMS to promote their efforts and services via the official Web site, under the guidance of Interactive Media and University Relations. CMS training, which does not require knowledge of Internet programming or coding, is offered on a regular basis, while assistance with more complex online content is also provided. Interactive Media can assist with graphics and other multimedia content, such as video and audio, for the official site as well.

Interactive Media can assist you with simple content changes, help you optimize your department’s pages for search engines, and help you create an innovative and interesting way to tell your unique story. Interactive Media staff are happy to consult with you on how the Hofstra Web site can be used to help you achieve your communication goals.

Interactive Media staff assist only with general information and promotional materials, although they provide links to YouTube EDU, to highlight interesting academic programs and classwork. For assistance with curricular or class-related projects for the Web, please contact Faculty Computing Services.

Timeframe – Most requests for updates and corrections can be met in a 24- to 72-hour timeframe. Larger projects may require additional time.

Send requests to:
WebWork@hofstra.edu
General phone number: ext. 3-6455

Interactive Media Digital Studio

The new Digital Studio, located in Butler Annex, South Campus, is an online production facility, created to enhance Hofstra’s multimedia Web offerings. Having one location in which to record and produce video and audio content allows us to develop material quicker, increasing the timeliness and variety of our multimedia presentations.

The Digital Studio will be used to enhance the efforts of University Relations.

Among the current uses are:

• **Live Video Chats:** On a regular schedule, we will bring in members of the University faculty and administration to answer selected questions from a chat room live on camera. These weekly sessions will be scheduled at midday (for older audiences) and in the late afternoon (for high school students). A replay will be available for anyone unable to attend.

• **News Interviews:** University Relations staff often interview members of the faculty and administration to get information for press releases, newsletters and magazines. By conducting these interviews in the Digital Studio, this information can be gathered, while giving us additional multimedia content.
• **Video/Audio Podcasting**: We have the capability to record audio and video podcasts for subjects that help promote the University. The schedule for these productions will depend upon availability of the facility, the Interactive Media staff and the subjects. (For faculty interested in podcasting for class, research or personal purposes, Faculty Computing Services can offer support.)

• **Webinars**: University Relations can assist with setting-up live webinars both informal and formal, through the use of Google Hangouts and AnyMeeting. Google Hangouts offers a video conferencing system which allows for multiple on-screen participants (through separate webcam feeds), content sharing and chatting, as well as live video feeds and recording through YouTube, but offers limited moderation capabilities. AnyMeeting includes the ability to set-up RSVP forms and surveys, multiple on-screen or voice participants and up to 200 live attendees, along with audio and video recording, content sharing, moderation, text chatting, polling, Q&As and more. Through the cooperation of Faculty Computing Services, space for presenting webinars is available in McEwen Hall, or it can be done wherever you have a computer with a camera and/or microphone and internet access (preferably hardwired.) For information or questions on how to set-up a webinar, please contact your University Relations representative or email webwork@hofstra.edu.

If you are interested in utilizing the Digital Studio for any of these purposes, or want to discuss additional uses, please contact your area’s publicity contact.

---

**HOFSTRA MULTIMEDIA PRODUCTIONS**

Brian D. Potts, Director

The video production arm of University Relations, **Hofstra Multimedia Productions (HMP)** is a boutique corporate and broadcast-quality video production unit residing in a state-of-the-art facility in Lawrence Hebert School of Communication, South Campus. HMP’s primary mission is to help promote Hofstra University’s various schools and programs. HMP videos are distributed primarily via the Web, DVD and broadcast.

A division of HMP, **Pride Productions** focuses on producing live online broadcasts of select Hofstra events including NCAA Division I Athletics.

HMP provides real-world experience for School of Communication students in field and post-production through paid undergraduate assistantships as well as internships.

Production priorities for most projects are set by the vice president for university relations.

For samples, visit [youtube.com/HofstraUniversity](https://youtube.com/HofstraUniversity)

For further information, contact:

**Brian.D.Potts@hofstra.edu**

ext. 3-5240
Alicia Battinelli, Manager

The Advertising Department will work with you to develop and place program-specific ads in a variety of media, including print, radio, online and television. All advertising/marketing campaign plans, requests, budget, and artwork is created and approved through the Office of University Relations. These campaigns include, but are not limited to, Undergraduate and Graduate Admission events (i.e. Open Houses, Transfer Days), academic program announcements, news and events, as well as general or institution-based branding. Advertising vehicles have shifted from mainly print and television advertising to an increase in digital ad campaigns.

Advertising vehicles since January 2013 have included:

Digital:
- Geographically & demographically targeted; retargeting/remarketing
- Web & mobile (including display & Pay Per Click search)
- Social Media

Radio:
- Long Island & NYC stations; NJ & CT stations are included but are dependent on specific campaign geographic & demographic target

Print:
- Daily & weekly newspapers
- Admissions guidebooks, college newspapers, industry trade publications, magazines, event sponsorships/journal programs, out-of-state papers

Television:
- Time Warner or Cablevision stations including local LI stations & Tri-State stations (i.e. News12, Fios1 in NY, NJ, CT)

Other:
- Outdoor advertising
- Movie theaters
- Sponsorships

Timeframe – If possible, let the Advertising Department know your advertising needs before the start of the academic year, so that they can be incorporated into the department’s marketing plans. An attempt will be made to utilize the general advertising resources available at no cost to the department; however, if funds are not available or the request is outside the scope of normal advertising services, a budget proposal will be developed and funds must be allocated.

For further information, contact: Alicia.Battinelli@hofstra.edu, ext. 3-6902
The Hofstra Cultural Center is an internationally renowned organization that includes a conference and symposium component, performance arts, and the publication of the proceedings of its conferences and symposia. The goal of the HCC is to augment the offerings of the academic departments of the University by developing educational programs related to the cultural and interdisciplinary experience of students, faculty, staff, alumni and scholars.

The HCC plans and coordinates conferences and symposia in the fields of the humanities, business, law and the sciences to promote the University as an international arena of scholarly thought and to foster Long Island as a cultural entity. It has sponsored more than 130 conferences/symposia and has won international recognition for its Women Writers’ Conferences and for its Presidential Conference Series, which started in 1982 with the Franklin D. Roosevelt Centennial Conference and continued thereafter. Conferences/symposia have also been held on popular culture personalities such as Babe Ruth, Frank Sinatra, Bing Crosby, Louis Armstrong, James Bond and the New York Mets, to name a few, in addition to conferences on George Sand, John Steinbeck, Don Quixote, Primo Levi, Jean Cocteau, Margaret Thatcher, Oscar Wilde and F. Scott Fitzgerald.

In addition to the conference and symposium component, the Hofstra Cultural Center is dedicated to making the HCC a thriving center of the arts (music, theater, dance performances, lectures), by introducing the Joseph G. Astman Cultural Events – which offer opportunities for us to explore who we are as a diverse culture – and by producing cultural events and promoting the arts through grants, services, advocacy, and educational development programs.

Technical and Logistic Assistance:

The HCC staff is available to provide logistical and technical support and guide groups through the process of putting on an event. This includes working with the offices of Event Management, Creative Services, Public Relations, Lackmann, Public Safety, Finance and Legal, as well as event registration and outside vendors for hotels and transportation services to ensure that your event is successful.

For more information, contact: hofculctr@hofstra.edu, ext. 3-5669