

NEWS BUREAU

Mission

The News Bureau advances the goals and aspirations of the university by proactively developing, targeting and marketing positive news stories, messages and creative editorial content to internal and external audiences.

Vision

The News Bureau will:

- Be the recognized campus leader for professionalism and outstanding service to the news media, as well as to campus clients and constituents;
- Be the primary campus organization that provides advice, expertise and counsel on media relations and editorial content issues;
- Be the catalyst for a highly functioning internal information network that encourages and facilitates a flow of information that supports the university's marketing goals; and
- Provide communication leadership during times of crisis.

Core Values

Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.

Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Integrity – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Diversity – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One: Infrastructure: Continue to develop and strengthen highly effective internal and external communication networks that encourage and facilitate the flow of information that can have a positive impact on the university's marketing objectives.

Critical Success Factors:

- An ongoing research program that continually evaluates effectiveness of internal and constituent communication is operational with results that indicate our communication methods are effective.
- OSU Headlines expanded to include all campus e-mail users.
- "Headlines Plus" is up and running.
- Effective and cooperative relationships have been established with all OSU-Stillwater campus communicators and managers of campus communication networks.
- Effective and cooperative relationships have been established with all OSU System communicators.
- Online web tools for increasing cooperation and information exchange.
- User-friendly web tools have been developed for internal and constituent audiences such as OSU speakers, alumni and others who want to tell the OSU story.
- OSU marketing messages are included in all internal and external communications.
- The OSU Media Relations office is recognized as the central campus point for dissemination of news and information about the university.
- Ethnically diverse constituent audiences researched and identified by 2005.

Objectives:

Objective 1.1: Improve internal communication.

Strategies:

- Conduct research to set benchmark for effectiveness of internal networks.
- Identify all pertinent audiences and develop effective communication channels.
- Expand OSU Headlines coverage to include all employees who have e-mail.
- Develop an optional "Headlines Plus" version that includes links to all campus activities and other web-based tools to enhance communication.
- Create a feedback mechanism for Headlines to get ideas and improve service.
- Identify and work with other campus e-mail networks such as SAC, Faculty Council.
- Establish new networks, bulletin boards, web sites for feedback and input.
- Conduct systematic readership surveys for OSU Today and make appropriate adjustments.
- Conduct periodic meetings/training sessions with all campus communication/PR/marketing staff.
- Conduct regular meetings with OSU System communicators.
- Strengthen relationship with Ag Comm.

- Develop user-friendly Web tools such as online news release forms and hometown news forms to facilitate more information flow.
- Provide informational packets/presentations about media and marketing objectives at new faculty, staff and student orientations.
- Conduct a minimum number of faculty and administrative visits every semester.
- Develop a Web-based “Speaker’s Kit” that is updated regularly and tells the OSU story.
- Develop a Web-based PowerPoint presentation for use by OSU Speakers.
- Ask for compatible software for all university calendars. Have one central point for input to calendars.
- Provide content/editing service for pertinent parts of the OSU home page that relate to internal communication.

Objective 1.2: Improve constituent (OSU Audiences) communication.

Strategies:

- Identify pertinent constituent audiences which include minority constituents.
- Conduct survey of all major communication networks/vehicles that serve alumni and constituent audiences. These would include Orange Bytes, AlumNet, magazines, newsletters, and publications that communicate with external audiences.
- Ensure OSU marketing messages are included in these vehicles and are target at diverse audiences.
- Expand OSU Headlines as an alumni service.
- Beginning of semester meetings with major student club and organization execs to make a list of upcoming events.
- Provide services to the President’s Office and central administration, including issues education, writing support, talking points and media services.
- Develop OSU marketing tagline for all releases, internal and external, paper and electronic.
- Develop and provide services for an op/ed program for major newspapers.

Goal Two: Culture: Improve and maximize a media relations program that is based on a proactive, aggressive and forward looking attitude that seeks out and capitalizes on media opportunities.

Critical Success Factors:

- An aggressive media relations team is in place that focuses on media placement and media opportunities.
- A semester-based media plan that includes all major events that have media potential is operational and being used to promote print and broadcast coverage of OSU.
- A media relations website is operational based on best practices in the industry.
- Online expert's directory and web-based tools such as news release and hometown forms, style sheets and media guides are available for campus use.
- All major media outlets and television newsrooms are receiving OSU Headlines and/or 3 times-a-week tip sheet.
- An average of 10 stories per week are in the local media with proportional targeting of releases to diverse media.
- An average of 5 stories per month are in the Oklahoman and the Tulsa World.
- An average of 5 stories per month are in regional and national media.
- An average of 5 stories per month are on Oklahoma City and Tulsa television.
- A faculty visitation program is in place that includes meeting 50 new faculty per semester to learn about stories and media opportunities.
- "Faculty Stars" program is in place.

Objectives:

Objective 2.1: Develop an aggressive and proactive media relations program.

Strategies:

- Create a media relations unit that is more focused on media placement and media opportunity instead of magazine content. This will entail freeing some of the staff from magazine writing responsibilities; however, all content generated by the media relations staff will be available to all magazine editors. Magazines will be factored in as one more media outlet to promote the university.
- Increase news coverage at state, regional and national level.
- Subscribe and use national news distribution services such as Newswise.
- Develop effective media relations website.
- Develop an effective and searchable online experts directory.
- More faculty contacts for story ideas. Develop a "Faculty Stars" approach by identifying a core of talented, willing and media capable faculty who are recognized by the media as "go to" resources for important stories.
- Provide media training to faculty and administrators periodically and on request.

- Unless more resources become available, consider reorganization of news staff by topical areas (health/lifestyle, business & economic development, research, etc.) Areas would be decided based on potential for media interest.
- Expand media contacts through telephone calls and personal visits.
- Expand OSU Headlines to include more key media outlets.
- Maximize use of OSU Headlines by using it to create tip sheet and increase presence in major news rooms.
- Post more stories, news archives, Headline archives, magazine stories online for reporters who are doing web searches.
- Develop a media events calendar/media plan for major events with television potential. Identify Top 10 television opportunities each semester – sell to television promotional departments as a promotional opportunity vs. a news opportunity.
- Hire a communications assistant vs. a receptionist (or reassign existing staff) to handle processing of routine news releases such as announcements and to keep up mailing lists and other tools for the professional staff.

Goal Three: Strategic Planning: Develop effective, measurable media relations and communication content strategies that are based on administrative priorities and solid market research.

Critical Success Factors:

- Timely media plans
- Research plan for internal and external communications effectiveness

Objectives:

Objective 3.1: Develop effective, measurable media relations and communication content strategies that are based on administrative priorities and solid market research.

Strategies:

- Develop semester-based media plan keyed on administrative priorities and research.
- Develop more research capability to measure effectiveness of media relations program.
- Establish link between media relations office and President's cabinet. Assistant VP for Marketing should sit in cabinet meetings.

Goal Four: Innovation and Leadership: Continue to explore new and innovative strategies and communication methods that expand our ability to disseminate targeted marketing messages in support of university goals.

Critical Success Factors:

- Department has 2 training opportunities per staff, yearly.
- Systematic research to improve communication.
- A clipping and media monitoring service is in place to determine effectiveness of media relations program.

Objectives:

Objective 4.1: Develop new strategies and methods of delivering messages that support university goals to important audiences.

Strategies:

- More professional development conferences and seminars.
- More research on the web to determine how other universities and institutions market their messages.
- Budget for media clipping and monitoring services and databases.
- Budget for professional conferences and 2 internal training opportunities for staff.