WHY WORK WITH UNIVERSITY COMMUNICATIONS?

- We can help you reach your peers through various outlets, enhancing credibility for your expertise in your field.
- We can serve as a professional resource in handling and responding to sensitive issues.
- Disseminating information about your research or scholarly activity earns you, your department and the University recognition.
- The visibility of your research, ideas and stories underscores the University’s reputation for academic excellence.

CONTACT INFORMATION

Office of University Communications
Saint Joseph’s University
5600 City Avenue, Philadelphia, PA 19131
Phone: 610-660-1222 and Fax: 610-660-1992
Email: ucomm@sju.edu

www.sju.edu/news
What We Do:

**MEDIA RELATIONS**
- Write and pitch news releases about faculty research, University announcements and campus events.
- Connect reporters with our faculty experts; advise faculty/staff on how to interact with the media.

**PUBLICATIONS**
- Write, edit and oversee production of the University's major publications: SJU Magazine, HawkEye, CA&S Today, HSB Review, SJU Neighbors.

**STRATEGIC COMMUNICATIONS/ISSUES MANAGEMENT**
- Coordinate and craft strategies and messaging around major issues impacting the University.
- Serve as University spokesperson(s).
- Communicate the University’s key strategic messages to internal and external audiences.

Enhances the visibility and reputation of the University through media relations, publications, strategic communications and issues management.

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**Frequently Asked Questions**

**How do I contact University Communications?**
Call 610-660-1222 for general information, email ucomm@sju.edu, or visit www.sju.edu/news/contact.html for a list of individual staff phone numbers and emails.

**Will my news appear in a University publication?**
We welcome story ideas for distribution to our many audiences via our Web site and publications: SJU Magazine, HawkEye, CA&S Today, HSB Review, and SJU Neighbors. Because we often work on deadline, please give us advance notice of your news or event and the University Communications staff will work with you to determine the best outlet with which to share your news.

**Is media coverage of my news guaranteed?**
No. Because of the nature of the news industry, a reporter’s interest in a news pitch depends on many variables. To increase the likelihood of internal or external coverage, please contact us about:
- Unique and topical research projects
- Unusual courses, programs or pedagogies
- Inspiring or remarkable student success or accomplishment stories (especially around commencement time)
- Substantial research awards, grants or fellowships
- Opinion pieces (Op-Eds) from faculty
- A catchy story that feeds into a national trend
- Analysis of a current national trend, news story or research project
- Exceptional service stories and activities
- Expert commentary on issues/stories in the news

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**How do I book the University Photographer?**
Contact the University photographer at the University Press, 610-660-3408.

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**Are reporters permitted on campus?**
Once the University Communications and security offices are notified and grant permission, reporters are allowed to enter campus for interviews.

**Will University Communications help bring visitors to my event?**
University Communications’ role is to encourage reporters to cover newsworthy SJU stories, not to draw audiences to campus events.

**How do I get word to the SJU community about my news and events?**
Faculty/staff should post events open to the University community and/or the public on SJU’s online events calendar. For larger events and major news stories, faculty and staff are encouraged to contact University Communications.

**Does University Communications handle advertising and marketing?**
While University Communications coordinates its efforts with SJU’s marketing and advertising initiatives in an integrated marketing environment, there is a separate marketing enterprise within the External Affairs division. Marketing Communications oversees institutional branding and identity standards, image and program advertising, and web editing. Any questions about marketing, branding and logo usage should be directed to 610-660-1221. For more information on Marketing Communications, visit www.sju.edu/brand.
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