

Getting Your Story Out

Help the Communications & Marketing Office get the story out about exciting developments at SUNY Cobleskill.

Learn how to make the most of C&M's media distribution services.

SUNY Cobleskill

News Values

We consider the same news values taught to every reporter and editor:

- Timeliness
- Impact
- Prominence
- Novelty
- Human Interest

Timeliness

- Something upcoming, that just happened, or is happening now.
- We need to know in advance so we can get the word out to appropriate media outlets and get reporters here if appropriate and possible.
- If something newsworthy is about to happen, please let us know as far in advance as possible.

Impact

- Addresses the question, “Who is this important to?” The more people affected, the more newsworthy.
- For us, it means capitalizing on trends, highlighting initiatives or events that have community or regional implications, or addressing state or national issues.
- Note: It is our job to view this from the eyes of reporters and editors. We know there are lots of reasons more people *should* care about lots of things — and sometimes we can make that case. But we need to be realistic with our expectations and pitches.

Examples:

- **Fermentation Science** got national coverage via the Associated Press – brewing is big (yes, it is more than that — but that’s why it got covered).
- Our **water monitoring** work on the Mohawk River gets coverage for its broad implications for many communities in the region.
- **START-UP NY** news always gets coverage because it is a hot-button issue at the state level
- **Institute for Rural Vitality** involves regional partners and has regional implications

Prominence

- If it involves a well-known public figure, it is more likely to get coverage.
- For us, that could be a visit by a government official, but it also includes things like Chef Yono, who is well known in the Capital District, participating in our Culinary Extravaganza.

Novelty

- First. Only. Best. Unusual.
- Our **Therapeutic Horsemanship Program** is an excellent example of novelty because it is new to most people.
- We were the first in SUNY to implement an **Applied Learning** requirement.

Human Interest

These are just good, person-focused stories.

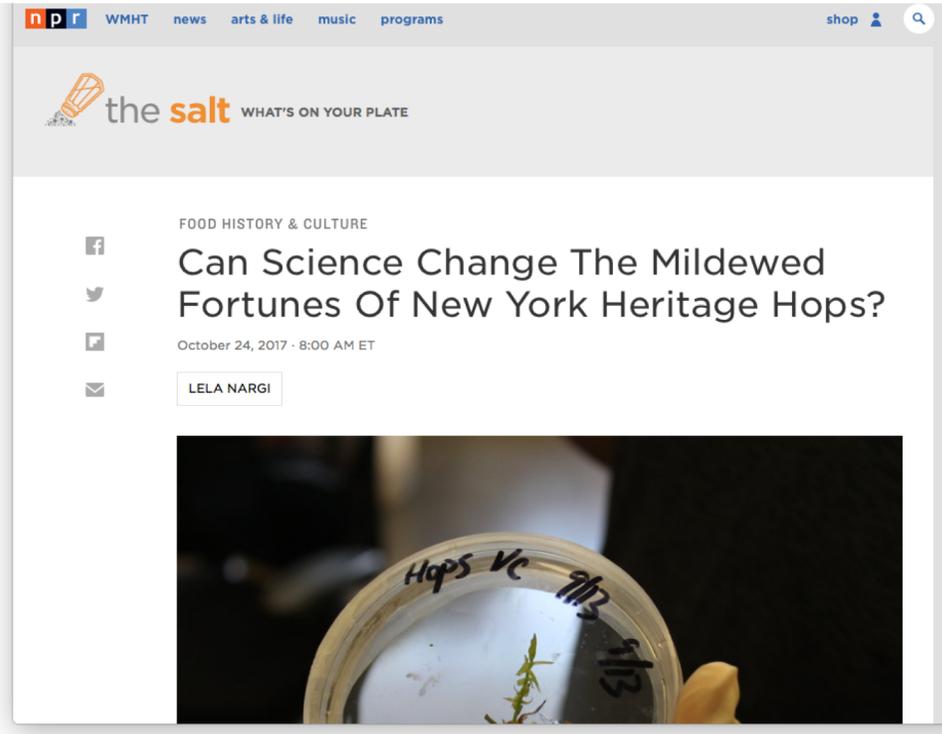
Examples:

- Turfgrass Program student wins a World Series championship ring as an intern with the Boston Red Sox
- Paramedic Program student Sabrina Quintois rescues a toddler while working as a lifeguard
- Members of the Early Childhood Club purchase and bring books to children at Cobleskill Hospital

Fungus-Resistant Hops Research on NPR

- Great example of multiple news values (timeliness, impact, novelty, and human interest)
- “Can Science Change the Mildewed Fortunes of New York Heritage Hops?”
- The story connected: cutting-edge SUNY Cobleskill research, faculty and students to local and global markets, regional history, economic development, and a human interest angle: beer.

The NPR story was picked up in 200+ markets across the United States



What are the other values?

- **Proximity.** Readers care about news that is geographically close to them. The bigger the news, the farther it can reach.
- **Conflict.** This covers things like crime, politics, war, natural disasters, etc.
- **Currency.** This refers to trends in news and culture. They can be long-term trends (like the farm-to-table trend) or cyclical things like back-to-school season, summer fashion, etc.

Press Release or Story?

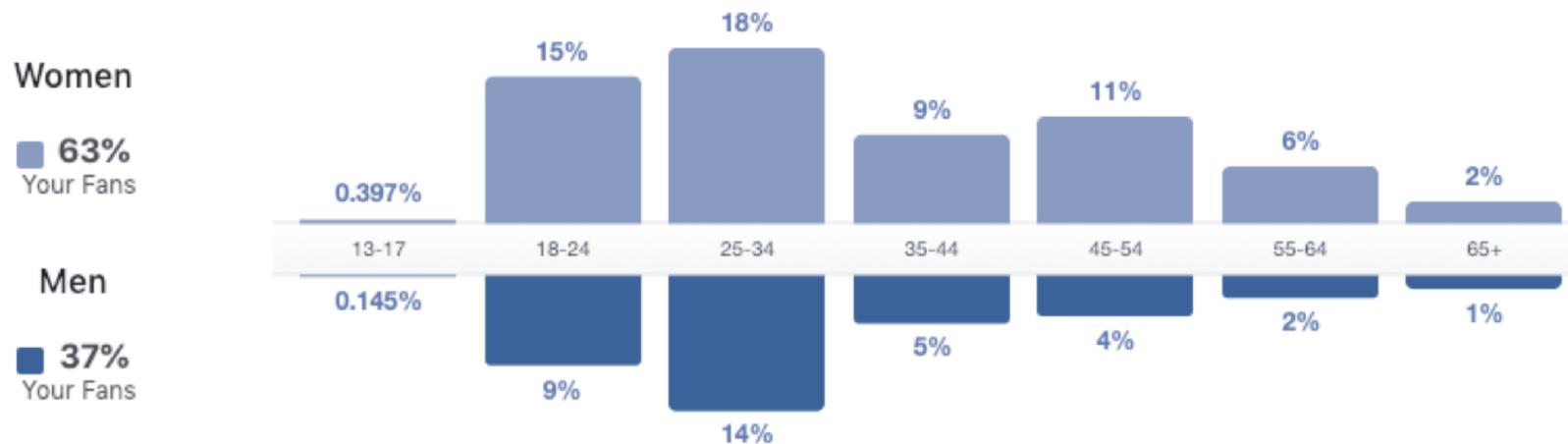
- If a story fits one or more of those criteria really well, a press release may be appropriate.
 - We have a variety of curated distribution lists for different topics to get the news to the most receptive audience.
- If the event/news item has already happened or is mostly of interest within the SUNY Cobleskill community, we can write it as a blog post and/or push it out via social media.

What We Need to Know

- Advance notice of an event or activity
- Basic details: who, what, where, when, why
- There is no such thing as too much context. Provide as much information as possible. This will help us maximize impact.
- A quote or two from organizers or prominent participants
 - These should add some personality to the release and give some “insider” context for why it’s important. They should be 2-3 sentences at most. C&M can help craft quotes if needed.
- Photos
 - Should be as high resolution as possible
 - Should be horizontal/landscape orientation
 - Should have basic caption information: WHO is doing WHAT

Facebook, Instagram, Twitter, Pinterest

- For social media, it is always best if it is interesting to a wider audience
- Most of our Facebook fans are female. The largest female age group is made up of followers between 18 – 34.
- Social media posts are most successful when they include a compelling image or video, and a short, positive message.



How our social media is managed

Channels and purposes:

- Facebook - General news and events.
- Twitter - News, press, SUNY and coordination with Dr. Terenzio (@CobleskillStyle)
- Instagram - Pictures that can say a thousand words.
- Pinterest - How to, DIY, recipes etc.
- LinkedIn - Job postings and stories like U.S. News & World Report ranking.

Our social media channels span broad demographics. We cover college-wide news, major events, student and club accomplishments, faculty and staff achievements.

Specific department pages have their own following. An example is Fisheries and Wildlife, generating and posting their own content. We share department and club content as it relates to our channels.

We often link our social media posts to Media Hub.

We strongly encourage faculty, staff and students to connect with us regarding their achievements. We may suggest covering a story related to that request

Why use the Campus Calendar?

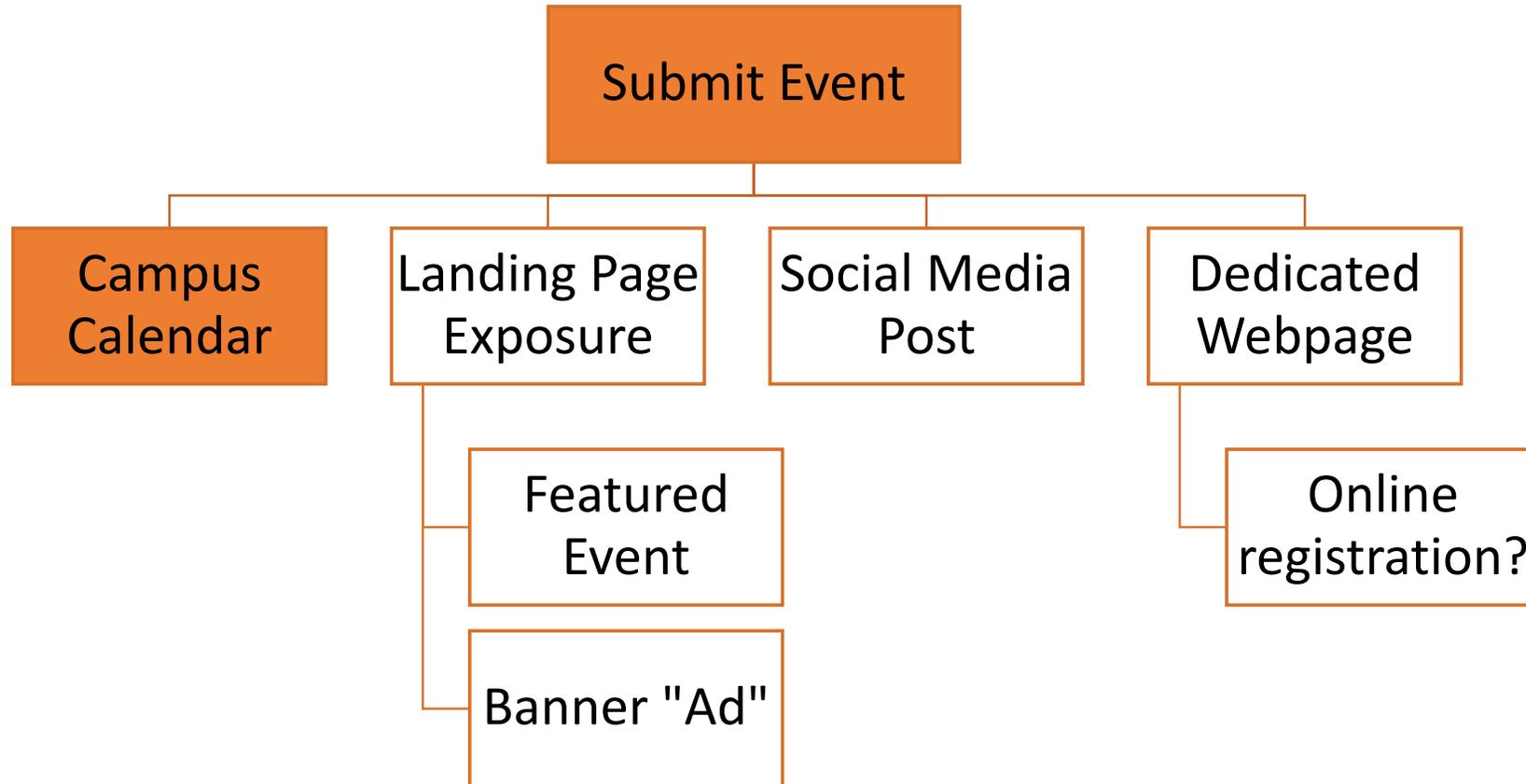


Exhibit and Print Graphics can play a major role in getting your story out

- **PRINTED MATERIAL:** Please contact us to discuss your marketing and communications needs for print material. Plan to discuss the event or purpose with us so we can provide the most effective solution. Submit a C&M project request form to begin the process.
- **EXHIBIT MATERIAL:** The C&M Office has a variety of graphics that you can borrow for your event. Please submit a C&M project request form to begin the process.
- 8'x10' Prestos – These “pop-up” displays have minimal text accompanying images representing facets of the College and The Institute for Rural Vitality.
- 30”x60” Easel Back Boards – promoting campus programs, facts, student clubs, program offerings, athletics, FFA student quotes, photographic images, research, and more.
- 6' Logo Banners and 6'x11' Logo Banner with Tagline
- **Custom exhibit and printed material can be created, depending on schedule (four weeks advance notice please) and your available budget.**

How to Tell Us

- Use the *Communications & Marketing Request Form* on our office webpages to make a formal request and initiate the discussion.

Office of Communications & Marketing

[Media Contact](#)

[Press Coverage](#)

[Communications Guidance +](#)

[Forms +](#)

[Project Request Form](#)
[Logo Request](#)
[Rolling Hills Graphic Request](#)
[CobyNow Request Form](#)
[Faculty Bio Form](#)
[Photo Release Form](#)

[Freedom of Information Law](#)

[Faculty Experts Directory](#)

[Email Signature](#)

[Staff Directory](#)

The Office of Communications and Marketing advocates for SUNY Cobleskill. The office's mission is to enhance the College's public image, increase awareness of SUNY Cobleskill's accomplishments, and assure consistency of image and quality in all College communications.

The Office of Communications and Marketing works to:

- Build and strengthen relationships with local media outlets and other organizations
- Respond to outside inquiries
- Assist with external communications
- Promote the SUNY Cobleskill brand by effectively implementing communications strategies
- Provide creative services and guidance

Media Contact:

Jim Feldman
Director of Communications and Marketing
518-255-5631
feldmajs@cobleskill.edu

Name *

E-mail * Phone *

This request is for: *

A Campus Office
 An Academic Department
 Other

Briefly describe the project, including completion/distribution dates. *

Categories (please select all that apply) *

Printed Materials Photography Video Web News / Press Release Written Material

Attach a File

No file chosen

- For upcoming news stories and events, email or call Jim Feldman, Director of Communications & Marketing x 5631