



media

MEDIA GUIDELINES

Consistent messaging is the key to a strong image to the world. The guidelines presented in this section should give you a framework to facilitate all your media needs. Contact information is given for the Office of University Communications, which can assist you whether it is a request for a print-ready version of the University logo or help in conducting a successful media interview.

Media Guidelines

To ensure consistent quality of the University's logos and graphic system, do not attempt to recreate, use photocopies or scans from this guide, or to manipulate or change the marks in any way.

For more information regarding proper usage for print and Web-quality images, please contact the Office of University Communications at (202) 238-2330.

Howard Magazine

Howard Magazine is published thrice yearly and is mailed to alumni, friends, corporations and foundations, legislators, and private donors. It provides newsworthy information about the University's academic programs, faculty research activities, and corporate partnerships. It engages readers with timely articles highlighting faculty, student, and alumni accomplishments.

Howard Magazine reflects the seriousness of the academic enterprise and the University's unyielding commitment to preparing some of the nation's brightest minds to meet the challenges of an increasingly competitive and technical global society.

Submissions

Ideas for articles and images should be forwarded to the Office of University Communications at (202) 238-2330.

*Please note all editorial is subject to approval by the Office of the President and Office of University Communications.

Internal Communications

CapstoneOnline

CapstoneOnline is Howard's official e-newsletter, providing news and information about and for the administration, faculty, staff, and students. This electronic bi-monthly publication is available to alumni, friends and supporters spanning the globe. To make submissions and/or questions about *CapstoneOnline*, contact the Office of University Communications.

Broadcast e-mails and Alerts

In the event circumstances or situations may impact normal campus activity, it might be deemed necessary to "alert" or put the University community on "notice." This information is generally sent at the discretion of the administration or other designated University official. Broadcast e-mails and/or memoranda are also sent to notify the community of late-breaking news or information specifically concerning Howard University. These e-mails are also sent at the discretion of the administration or other designated University official. All e-mails will identify the submitting authority at the beginning of the message. To make submissions or for questions about broadcast e-mails, contact the Office of University Communications.

What's New

To increase the level of awareness of Howard University news, activity and event information among the internal community, an electronic announcement, "What's New," is sent out regularly to the entire Howard community.

Schools, colleges, or departments submitting information for distribution should provide the who, what,

written in a text-only format at least 10 days in advance of event or registration date. This vehicle should not be deemed as the sole source for reaching the campus community, as daily distribution cannot be guaranteed. Also, this service does not publish in memoriams or solicitations of any kind.

Submit information for “What’s New” to the Office of University Communications at (202) 238-2330.

Media Policy

The Office of University Communications (OUC) provides communications and marketing services for Howard University’s academic and administrative units. The OUC is responsible for media relations and is the principal contact for all communication between the University and media representatives, as vested by the Office of the President.

The OUC advances the University’s reputation and identity as one of the nation’s most highly regarded universities by providing printed and electronic information to a wide variety of internal and external audiences. The OUC communicates information about the history, research, and activities of the University to the media for the purpose of developing public understanding of the mission of the University and its classification as the only Historically Black College and University to earn the Carnegie Foundation’s highest categorization as a leading research/doctoral-extensive institution. The office also provides strategic public relations planning and internal, executive and marketing communications for the University in accordance with need and institutional priorities.

The OUC generates media coverage by identifying

opportunities in breaking news and by placing news, features, and other information supporting the mission of the University in international, national, and local media outlets. It also manages the placement of faculty experts in various media to discuss University research, projects or other newsworthy events. In addition, it also oversees movie, commercial, and special filming projects on campus and the production of public service announcements which support the goals and mission of the University.

Factors which determine if an event or opportunity is newsworthy:

- a new or unique program at the University;
- breakthrough University research;
- a significant award or grant won by a faculty, staff member, or student;
- a significant special event consistent with the University’s mission and objectives;
- an individual or University-related activity that ties in directly with breaking news, a major regional, national or world story

Scope of the Media Relations Policy

The University encourages all members of the Howard University community to promote teaching, scholarly research, and the free exchange of ideas, as well as carry out the rights and responsibilities which flow from the exercise of academic freedom, while recognizing the inherent need to provide accurate information to the public and preserve the University’s reputation as a leading research institution. In support of this effort,

- All interaction with the media on issues and policies regarding the University must be cleared by the OUC;
- Only the OUC will act as the official news source and principal contact for all communication between the University and media representatives;
- Unless cleared by the OUC only designated University spokespersons have the authority to represent the University or speak with the media within areas of their responsibility and expertise, with the exception of trade publications for scholarly research;
- The OUC must be notified in advance of all media visits for the purpose of accompanying reporters and/or photographers on campus to ensure that procedures regarding security and confidentiality are being followed;
- The OUC must be promptly notified of all potentially sensitive, contentious or controversial media inquiries with respect to University activities for the purpose of identifying the appropriate spokesperson and arranging for interviews or statements, if deemed necessary;
- This policy applies to all interviews, tapings, and event coverage, whether hosted by students, staff, faculty, or external parties using the University's premises.

Members of the Howard University community requesting the assistance of the OUC to publicize an event or newsworthy opportunity should submit requests in writing at least two weeks prior to the event. All submissions are subject to the discretion of the OUC for publication based on the interests of the University and institutional priorities.

The OUC can be reached at (202) 238-2330.

Photo Policy

The OUC encourages the Howard community to bring to its attention any event or activity that may present an opportunity for public relations photography. Members of the community are also encouraged to confer with this office when they have need for other types of professional photography.

The OUC maintains a list of recommended freelance photographers and will arrange for their assignment for such purposes. Requests for photographic services should be submitted as early as possible to ensure photographer availability.

Event photography typically costs \$150 to \$250 an hour, in addition to costs for film, prints, transparencies, photo CDs, and similar items.

All departments are responsible for all costs associated with hiring a photographer and must submit the proper financial paperwork for invoicing.

Other types of photography (for example, photos taken for marketing publications) can cost considerably more. We will be glad to obtain an estimate for the cost of any photography services you request. OUC will pay for these services only under the following circumstances:

- The Assistant Vice President of University Communications determines if an event has news value and if a photograph is required for distribution to the news media.
- The Assistant Vice President of University Communications, publications manager or magazine editor determines if a photograph is required for a specific Howard University publication or on the Web site.

- The Assistant Vice President of University Communications or publications manager determines if photographs are of potential value for future publications, Web sites, or media and public relations efforts and should be included in the OUC or University photo archives.
- In accordance to Moorland-Spingarn Research Center's (MSRC) mission to archive the history of the University, all offices and departments are required to forward at least one copy of all photos taken at University events to the MSRC Manuscript Division for proper archiving. Please include all pertinent information regarding event name, location, participants and those pictured.

For more detailed information regarding sending images, marketing materials or departmental publications to the MSRC, please call (202) 806-7480.

If you have questions about this policy, please contact the OUC at (202) 238-2330.

Howard University Archives Policies

As the official archival agency of the University, the Moorland-Spingarn Research Center (MSRC) seeks three basic objectives:

(1) to assure the retention, protection, maintenance and disposition of official University records in accordance with administrative, legal, financial, and historical requirements; (2) to reduce University dependency on the use of costly office space and filing equipment for records storage; and (3) to provide efficient and effective access to official records that document accurately the history, development and achievements of Howard University, its contributions to African-American higher education, and its contributions to the local, national, and international communities.

To accomplish its archival and information management objectives, the Howard University Archives employs both archival and information management concepts, principals, and standard practices. The Howard University records information management program assists university personnel in identifying official records that should be preserved for specified periods because of administrative, legal, financial, and research values. The records information management program also assists University personnel in identifying nonessential records that can be disposed of in a systematic, professional manner.

The Howard University Archives program identifies, describes, maintains, and preserves official records of historical value.

Procedures

1. No official records of Howard University should be destroyed without the University Archivist reviewing the records for archival value.
2. The Office of the University Archivist is available to assist academic and administrative units in identifying official records of archival value and preparing a records retention schedule for the systematic disposal of non-archival records.
3. To access records of the Howard University Archives for research purposes, an appointment is required. The archives office is open Monday-Friday, 9:00 a.m. to 4:30 p.m. The office is closed 1:00 p.m.-2:00 p.m. every weekday.
4. Researchers may obtain copies of Howard University archival records found during their research activities. Some archival records, such as theses and dissertations, are subject to the 10-percent copyright rule. The fees for copied materials can be found in the Moorland-Spingarn fee schedule.

Manuscript Division

Procedures for Publication

The director approves on a case-by-case basis requests from qualified applicants to publish any previously unpublished manuscript located in the manuscript collections. Likewise, the director approves requests for publication projects in which the qualified applicant wishes to publish on a large scale documents from selected manuscript collections.

In such cases, approval of the director must be sought and obtained before research in the collections can take place.

Prints and Photographs Department Regulations

All costs are subject to change without prior notification.

1. Research is by appointment only. The hours for research are Monday-Friday, 9:00 a.m. to 1:00 p.m. and 2:00 p.m. to 4:30 p.m.. The department is closed from 1:00 p.m. to 2:00 p.m. weekdays, and all day Saturday, Sunday and holidays. For assistance call (202) 806-7480.
2. Researchers are required to complete a photographic request form and present suitable identification when requested.
3. BROWSING OF THE COLLECTION IS NOT PERMITTED. Materials may only be viewed in the department area with appropriate personnel available at all times.
4. Researchers must preserve the arrangement of the materials and report any disarrangement to the archivist. Do not rearrange materials yourself. All materials must be returned to the archivist before leaving the room.
5. Researchers must assume the responsibility of securing permission to publish materials. Requests for photographic copies cannot be inferred as authorization to publish them. Researchers must inform the archivist of all intentions to publish materials.

To the extent that it may properly do so, this repository will ordinarily grant the usual publication rights to applicants. In giving permission to publish materials,

Howard University does not surrender its own rights to publish or to grant permission to others to publish. A dissertation is considered a published work.
6. A credit line must appear with all materials published.

Example: Mary O'H. Williamson Collection, Prints and Photographs Department, Moorland-Spingarn Research Center, Howard University
7. Materials are released for a one-time use only. Future use must be renegotiated with the Center.
8. The Center will entertain requests for the photo duplication of modest amounts of materials for individual scholars engaged in specific research. However, all photocopying is governed by copyright and other restrictions placed on photo duplication. Photographing of materials is similarly restricted. Copies are for research use by the individual researcher. These copies are not to be duplicated, disseminated, nor deposited in any other institution.