

STORIES, PRESS RELEASES AND PRESS CONFERENCES



Overview

Got a story idea? Need a press release written or a press conference organized? To ensure the College and University brand (including tone, style, respectability, etc.) remains strong and recognizable, these communications can include the help of Creative Services and UKNow. Review the information below to determine what role Creative Services will play based on your needs.

■ Social Media Request

	Task	Completed By	Timeline
1	Contact Communications Director, Ryan Clark (ryan.clark@uky.edu), to discuss story topics and the ways we can tell/cover it. If a press release or press conference is needed, he will consider whether we need to contact UKNow, and specifically Dani Jaffe (Danielle.jaffe@uky.edu) or Allison Perry (Allison.perry@uky.edu). For the majority of the time, our press conferences MUST go through these contacts, while press releases can go through them as well, but they are really handled on a case-by-case basis.	Requester	
2	Creative Services will review, respond and meet with requester.	Creative Services	Within 2 business days of request
3	Stories that are requested will be reviewed by Ryan Clark and, if it is decided that he will move forward with them, he will begin the fact-gathering and interviewing process of sources, or he will assign the story to someone else.	Creative Services	Within 2 business days of request
4	Requestors should provide as many details about the project as possible, including: sources, contact information, possible photo opportunities, possible photos that have already been shot and other sources of information that could be pertinent to the story. (If more photos are needed, Clark will assign those as well, either through UK, a vendor or one of our staff).	Creative Services	As needed
5	Afterward, stories and press releases will be shared out through our social media channels, where and when appropriate (SEE: Social Media Posts and Campaigns).	Creative Services	1 day after the story/event is published

If Design Work is needed, such as graphics, or even photography, video, etc.:

	Task	Completed By	Timeline
1	For graphics and video: Send request to Will Hieronymus (wlhi223@uky.edu) and Sam Reynolds (sare222@uky.edu). Include desired due date, how this project will be disseminated, and all text content (which Ryan Clark can assist with, if needed). For photography: Clark will assign, depending on what is needed.	Requester	Determined by project and availability.

Target Audiences

- *Internal:* Primarily to be seen by faculty and staff of the College of Health Sciences
- *Current Students:* Primarily to be seen by current students of the College of Health Sciences
- *Prospective Students:* Primarily to be seen by prospective students and/or parents and guardians of prospective students
- *Donors:* Primarily to be seen by current and/or potential donors
- *Alumni:* Primarily to be seen by alumni of the College of Health Sciences
- *Friends of the College:* any other audience member who may see our content but does not fall into the above categories (i.e., parents of current, former or prospective students; counselors or other school administrators; or community members who are not necessarily alumni or donors).