

## **Promoting your work**

### **Marketing & Communications department**

Marketing & Communications manages the strategic positioning of the university through promoting appropriate university-related programs, events, faculty and students. Activities include both proactive outreach and responding to incoming media interest.

The Communications group interacts with print, online and broadcast editors and reporters, and produces content for the homepage, the news website and the Voice. This is done in coordination with the Dean and the administration.

**Stories of particular interest: research (both faculty and student) and co-op stories with national and global aspects, as well as stories of urban engagement.**

We're also interested in: **faculty expertise** relevant to timely topics in the news. We often do Q&As with faculty, which we then post on the NU homepage and the news website, and pitch to appropriate reporters. For example:  
<http://www.northeastern.edu/news/stories/2009/09/leonard.html>

**Main contact: Renata Nyul, director of communications, [r.nyul@neu.edu](mailto:r.nyul@neu.edu)**

Members of the Communications team: Renata Nyul (director of communications), Samantha Fodrowski (media relations specialist, [s.fodrowski@neu.edu](mailto:s.fodrowski@neu.edu)), Kara Thompson (media relations specialist, [kara.thompson@neu.edu](mailto:kara.thompson@neu.edu)), Lauren McFalls (editor, Voice, [l.mcfalls@neu.edu](mailto:l.mcfalls@neu.edu)), Greg St. Martin (staff writer, [g.stmartin@neu.edu](mailto:g.stmartin@neu.edu)), and Jason Kornwicz (staff writer, [j.kornwicz@neu.edu](mailto:j.kornwicz@neu.edu)).

### **Important note for faculty:**

- Faculty members are encouraged to speak with members of the news media about their areas of expertise. This is one of the many ways the university showcases its intellectual strength and richness.

- If you get calls from the media with inquiries not specifically related to your research area, please feel free to refer the caller to Renata Nyul, director of communications.
- If you have a paper that is close to appearing in a journal, please let us know as soon as possible so we can assess the news value and come up with an appropriate plan if appropriate. We honor embargos and won't issue anything anywhere until the journal comes out.

**Important to note for staff and administrators:**

- If you get calls from the media, including the Huntington News, please ALWAYS coordinate Renata Nyul, either directly or through the appropriate staff within each school or college.

**Relevant Bouvé Publications**

Vital Signs

This is a major publication for the college highlighting students, faculty and alumni as well as activities of the college. Developed with publications each semester and sent to alumni as well as targeted audience. Nan Wetherhorn and Julie Norton are the contacts for stories.

Bouvé On Line

E-mail sent out to faculty and staff from the Dean. Highlights activities, events, initiatives for the quarter. Should be sent out once a semester. Anne Sullivan is the contact person.

The Northeastern Voice

One of the public relations channels for promoting university-related news, the Northeastern Voice is a newspaper for the university community.

Other Bouvé publications

Helen Anis and Karen O'Brien - compiles information for the Speech Language Pathology & Audiology Department newsletter called "Connections".

**Websites**

Northeastern University homepage ([www.northeastern.edu](http://www.northeastern.edu)) and news website ([www.northeastern.edu/news](http://www.northeastern.edu/news))

Features content produced by Marketing & Communications. The site is updated daily.

#### Bouvé Faculty website

All Bouvé faculty and staff are listed on our directory which includes a separate page for each person with information such as Education, Certifications, Specializations, Research Interests, Public Service, Teaching and Selected Publications. Faculty should be encouraged to update this page periodically.

<http://www.northeastern.edu/bouve/directory/index.html>

**Christina Alexis** – Manager Alumni Center - Display panels (celebrate accomplishments of alumni, faculty and staff) X7290

#### **How to publicize accomplishments, updates, interesting stories, research, grants from your unit**

Send one email to the following people:

Anne Sullivan, Renata Nyul, and Lauren McFalls

[an.sullivan@neu.edu](mailto:an.sullivan@neu.edu), [r.nyul@neu.edu](mailto:r.nyul@neu.edu), and [l.mcfalls@neu.edu](mailto:l.mcfalls@neu.edu)

You may even want to make a list serve in your Lotus Notes called “PR” and copy these email addresses into it. This should lead to distribution to the correct people. In the email be sure to include the students or faculty members **name with correct spelling, email address** so that they can be reached for further clarification, the **major or department** they are from, and a **brief description of the accomplishment, award, or “story”**. If the description includes another entity such as an association or facility, it is helpful to give a brief explanation of the association/facility, or URL to their website.