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Publicity, Publicity, Publicity.....Good news about Western. We need it! We want to get it out to the public through newspaper articles, radio, and T.V. stories. If you have an item that you think would make a good story or have one and you're not sure, contact the Office of News and Publications. Whether that story is about the accomplishments of students, faculty and staff, we want to tell the world. This is not just a story of someone taking a trip somewhere. It needs to deal with actual accomplishments, such as presenting a paper or being the featured presenter at a seminar or having an article or book published, winning awards, ect.

The story can be a standard news release sent to a pool of nine daily newspapers and any small weekly. Some stories can be told through pictures in feature stories in the Dillon Tribune or Montana Standard. There are also times that topics can be discussed in the local radio station's talk show "What's On Your Mind or in Butte on their daily talk show."

All stories regarding the campus must be submitted to the News and Publications Office. If you choose to write an article, it still must be submitted to this office. This way, the distribution will be complete, with coverage to all media outlets.

The Tribune is a weekly newspaper that is published each Wednesday. The deadline for articles for the Tribune is the Friday before. If you have a class activity that would make a good feature story, let me know. A feature story, full of pictures, brings a lot of attention to your program and to Western. I will set up with the paper the best times to contact you.

All publications: brochures, catalogs, viewbooks, ect. must use the UM-Western "family look". Check out the Student Handbook, the Fall Bulletin, the Sports Media Guide, the Storytelling Brochure, the Admissions Department Viewbook and Search Piece and Catalog, different publications, but all with the Western family look. If you are unsure about the guidelines, please contact this office. There are several options for brochures and publications that all carry the "family look". There are circumstances where the family look is not used completely, however, we need to be discussing the exceptions in advance.

For business card orders. First, get a purchase order signed by your department chair or budget manager. Second, fill out the business card template available in the News and Publications office. Cards are \$30.00 for 250 cards.

All UM-Western printing jobs that are not done on campus, whether it is a brochure, a full size publication, or business cards must be processed through the New and Publications Office.

Also included is the Faculty/Staff News Story Questionnaire, the Student News Story Questionnaire. Please make copies and keep on file to use for stories.

Wally Feldt
News and Publications Director