RIT University News Services

What is University News Services? UNS is the public relations arm of RIT, producing articles and media releases on events including programs, honors and awards, ongoing research and student life. In a crisis, we are the official voice of RIT, providing essential information to both the RIT and Greater Rochester communities. We proactively suggest stories about RIT to local and national media outlets, and also respond to requests from news organizations seeking experts and commentary on breaking news and trend stories.

Why does UNS want to work with you? Central to the UNS mission is attracting positive attention to the work of RIT faculty, students and staff. Such attention brings needed visibility to RIT, promoting its programs to potential funders and helping attract the best and brightest students.

How does this benefit you? Aside from helping to promote the work of your college, you are promoting your own work and the value of RIT in the academic world. Positive publicity can attract helpful attention to your work, lead to funding opportunities and raise the profile of RIT among prospective students.

What can you expect from the media? New technologies and declining economics of journalism make reporters today more time pressured than ever. When they call us, they are looking for a very quick response to capitalize on the current news cycle. If we can’t provide information or experts, they move on and our opportunity is lost.

• Local TV stations are likely to call in the late afternoon, asking to come on campus for an on-camera interview with faculty or students.
• Newspapers update content all day on their websites. How time pressed they are will depend on the story. They may want to do an interview by phone or email. Even if their deadline is not immediate, they want to quickly line up the sources for their story.
• Magazines may want to ask questions via phone or email.

What can you expect from University News Services? When we call:

• We will know the basic information the reporter is seeking and the deadline.
• We can coordinate the time and location of the interview.
• We can help you develop talking points for the interview and key messages.
• We can join you for the interview to provide support.

How can you help? Please return our calls promptly, even if you can’t do the interview. If you are willing to provide a way for us to contact you beyond RIT phone or email, that would be appreciated. If you are contacted directly by media, please let us know so we can follow up and capture any story they produce.