RIT Marketing and Communications

The Marketing and Communications Division coordinates marketing and communications activities for the university in an effort to unify RIT through a consistent and cohesive messaging platform.

The integrated team of storytellers leads the university in areas such as: branding, marketing communications, public relations, media relations, website design and development, print design, writing, photography, video production, social media, analytics.

www.rit.edu/marketing

RIT Marketing & Communications

Division has four parts:
- University Communications
- University Marketing Strategy and Creative Services – advertising, marketing materials, view books, photography, etc.
- University Production Services – video, tech services for event support
- University Web Services – website development

We report to John Trierweiler, VP and Chief Marketing Officer.

www.rit.edu/marketing
What is University Communications?

University Communications is the primary source of Rochester Institute of Technology news and information, helping the university's students, faculty and staff gain local, national and global recognition.

We are a team of highly experienced reporters, editors, writers and public relations practitioners, working in a variety of platforms.

What University Communications does

- Develop communications strategies for RIT programs and events, as well as in situations of reputational or incident crisis,
- Manage media relations, including drafting and distributing releases, responding to requests from local and national news organizations, as well as garnering media interest in RIT news through pitching. We also prepare RIT experts for media interviews and provide support for media relations at events,
- Develop strategies and monitor RIT’s main social media accounts,
- Produce a variety of printed and online products

UComm Publications – In print and online

- RIT University Magazine
- RIT Research
- President’s Report
RIT University Magazine
- Publishes three times a year in March, August and November
- Circulation of 126,000 people around the world, including alumni, parents of undergraduates, donors, friends of RIT, faculty and staff, trustees, VPs and deans at the top 200 universities
- Includes campus news, trend stories, alumni profiles, Class Notes
- Online at rit.edu/news/magazine

RIT Research
- Publishes once a year in April
- Circulation of 13,000, including research partners, alumni, trustees, government officials, faculty and staff, VPs and deans at the top 200 universities
- Stories are on top research initiatives
- Online at rit.edu/research/magazine

President's Report
- Publishes once a year in January
- Circulation of 10,000, including influential contributors to RIT, VPs and deans at the top 200 universities, faculty and staff and our international campuses
- Highlights achievements from the past year in areas such as enrollment, academics, experiential learning, research, alumni giving. Previews big initiatives coming in future years.
- Online at rit.edu/president
Online only publications

- N&E Daily
- RIT in the Headlines
- Intersections: The RIT Podcast
- The Conversation

News & Events Daily

Distributed to students, faculty and staff M-F during the academic year, and weekly otherwise.
- Stories written by UComm staff,
- High-level media coverage clips,
- RIT sports results,
- "Newsmakers," self-submitted briefs acknowledging professional and academic accomplishments of RIT students, faculty and staff. Form available at https://www.rit.edu/ritnews/form_newsmaker.php or through News & Events,
- Calendar Events, from submissions to https://events.rit.edu/node/add/event,
- Campus Spotlight Photo,
- Ads related to RIT events or initiatives.

RIT In the Headlines

- Publishes monthly
- Distributed to students, faculty and staff
- A selection of clips about RIT published by local, national and international news organizations
- Online at www.rit.edu/news/headlines.php
Intersections: The RIT Podcast
- Launched this year
- Publishes twice a month, first and third Thursdays
- Two people – students, faculty, staff - discuss a topic of interest with an RIT bent
- Online at iTunes, TuneIn or www.soundcloud.com/rittigers

The Conversation
RIT is a member of The Conversation, an independent, nonprofit online publisher of commentary and analysis, authored by academics and edited by journalists for the general public.

As a member, we receive regular queries from them seeking authors on specific subjects. We also pitch story ideas to their editors.

The Conversation
Why write for The Conversation?
- Site receives some 2 million visitors each month.
- Pieces are picked up by The Associated Press and sent to newsrooms around the country.
- With republication, it’s seen by more than 9 million people a month, in such places as Time, Newsweek, CNN, PBS, Slate, Scientific American, resulting in requests for follow-up interviews for other media around the world, including academic publications.
The Conversation

The 800-1,000 word pieces are not traditional “op-eds,” but rather explanatory journalism based on research, with each piece edited by Conversation staff in a give-and-take with the author.

The goal: “to promote truthful information and strengthen journalism by unlocking the rich diversity of academic research for audiences across America.”

Social media

RIT has significant social media presence on Facebook, Twitter (@RITTigers), Instagram and YouTube. These flagship accounts generated more than 50 million impressions in 2018.

University Communications offers strategic thinking with the motto “Goals before tools.” And we can help you analyze your results, as well as monitor what’s being said.

Why social?
• It gives you the opportunity to tell your story in different ways (Instagram stories, video, live tweets, even GIFs)
• It lets you identify, even target, your audiences and communicate directly with that audience

Working with University Communications

University Communications uses a variety of methods to share news. How, when and where news will be shared with the media is at the discretion of University Communications staff and the Chief Communications Officer.

While there are no absolute rules, here are some guidelines University Communications uses to make those determinations:

News releases:
• Information will be issued to the media only if it is deemed to be of general public interest or promoting a significant RIT initiative.
• Speakers, for instance, must be highly visible or widely recognized, or appearing on campus as part of a signature university event.
• Events to be promoted must be open to the public.
• All public/media releases pertaining to university students, faculty, staff and programs will be drafted and distributed by University Communications.

UComm has a designated process for screening news releases prior to issue. No materials are sent without said approvals. We reserve the right to edit for accuracy and journalism style, and requested changes that do not fit that style will not be made.
Working with University Communications

Other vehicles for sharing your news:

- Message Center: This is best for information primarily of interest to the RIT community. Currently being evaluated by ITS for likely overhaul.
- News & Events Daily: Contact the University Communications staff person who works with your college/area/program.
- Social media: To have information shared on RIT’s primary social media channels, contact Social Media Director Dave Tyler.
- RIT print publications: To suggest a story, contact Editor Mindy Mozer, associate director of University Communications.

Working with University Communications

Each college has an assigned communications specialist, who should be your first point of contact. Contact, by college or institute, are:

- CAD – Rich Kiley, rakuns@rit.edu, x55697
- CET – Michelle Cometa, macuns@rit.edu, x54954
- CHST – Susan Gawlowicz, smguns@rit.edu, x55061
- GIS – Rich Kiley, rakuns@rit.edu, x55697
- GCCIS – Scott Bureau, sbbcom@rit.edu, x52481
- KCGOE – Michelle Cometa, macuns@rit.edu, x54954
- Liberal Arts – Greg Vickers, gv100@rit.edu, x56217
- NTG – Vienna McGrain, vnccom@rit.edu, x4952
- Saunders – Vienna McGrain, vnccom@rit.edu, x4952
- SOIS – Scott Bureau, sbbcom@rit.edu, x52481

Submit your story idea to:
univnews@rit.edu

Newsmakers to:
https://www.rit.edu/ritnews/form_newsmaker.php
Other contacts

- Ellen Rosen, University Communications Director
  x54900; Ellen.Rosen@rit.edu
- Bob Finnerty, AVP, Chief Communications Officer
  x54733; Bob.Finnerty@rit.edu
- Dave Tyler, Social Media Director
  x56168; damark@rit.edu
- Mindy Mozer, Associate Director/Publications Editor
  x57616; mjmuns@rit.edu

Questions?