MIAMILAW
UNIVERSITY OF MIAMI SCHOOL OF LAW

Office of External Affairs

Overview

The Office of External Affairs (OEA) supports the mission and goals of the University of Miami School of Law, its constituents (students, faculty, staff, alumni, donors and the community) and departments through (5) distinct areas:

- Marketing
- Communications
- Media Relations
- Events & Conferences
- Continuing Legal Education (CLE)

OEA manages the law school's global reputation and promotes the Miami Law brand to prospective students, staff, faculty, alumni, donors and the broader legal landscape.

Our goals include the following:

- Strengthen the school's reputation
- Help shape the Law School's institutional identity and brand
- Increase awareness of our stellar faculty's scholarship, leadership and commitment to teaching
- Maintain and strengthen relationships with our key constituents through regular communication and events

Policies & Timelines

OEA provides important support and services to the entire law school. It is essential we work with strict timelines and project deadlines. We ask for your support in adhering to the deadlines and production timelines below.

> **SPECIAL NOTE:** A **Project Manager** from the requesting Unit must be identified. The Project Manager will be the main point of contact between the OEA and the Unit, and will be responsible for providing content, approving final draft, requesting data, and other tasks as identified in initial meeting.
>
> The drop date as identified within production timeline below is defined as the date you will send or mail your digital communication or print piece.

QUICK SUMMARY DEADLINES

Item	Production Time	Send requests/information to:
Web site home page	3 days	webupdates@law.miami.edu
Web page – request for update	1 week	webupdates@law.miami.edu
Web page(s) – new content, new site, or extensive edits to existing area	Depending on size and scope of project	webupdates@law.miami.edu
e-Communications	10 business days prior to drop date	Externalaffairs@law.miami.edu
e-Newsletters (only applicable to pre-approved unit listing)	4 weeks prior to drop date	Externalaffairs@law.miami.edu
Social Media postings	2-3 days	webupdates@law.miami.edu
Flyers & Posters	3 weeks	Externalaffairs@law.miami.edu
Print Invitation	6-8 weeks	Externalaffairs@law.miami.edu
Small Brochures (bi-fold and tri-fold)	6-8 weeks	Externalaffairs@law.miami.edu
Large Brochures (multiple page brochure)	8-12 weeks	Externalaffairs@law.miami.edu
Banners, Table Covers	4 weeks	Externalaffairs@law.miami.edu
Calendar announcements, for events open to the public	5 weeks	Externalaffairs@law.miami.edu
Press releases for events open to the public	3 weeks	Externalaffairs@law.miami.edu
Media advisories for local media for events	2 weeks	Externalaffairs@law.miami.edu
Requesting CLE for an event/lecture	8-12 weeks	events@law.miami.edu
Request catering for an event	At least two weeks prior but depends on the size of the event.	events@law.miami.edu
Name tag production	Two days prior to event for tags to be ready on day of event.	events@law.miami.edu

PRINT PUBLICATIONS

PRODUCTION

- If your request falls outside the standard production timeline as noted above, we cannot ensure that we will be able to meet the requested in-hand deadline.
- Depending on the projects printing needs, additional time may need to be added to the Production Time
- For Copy Center printing, please note that there is a standard two-day turnaround, but may take longer, depending on workload.

COPY SUBMISSION

- Complete, final copy must be submitted by deadline date as presented in production timeline. The design phase of the project will not begin until this is received.
- It is the requesting organization's responsibility to submit content that is completely accurate.
- OEA/Publications is not responsible for conducting research to ensure the accuracy of text or other information provided.

If you need assistance with copywriting, please contact Externalaffairs@law.miami.edu

PHOTO AND LOGO SUBMISSIONS

Photos and logos must be submitted by deadline date as presented in production timeline. The design phase of the project will not begin until this is received.

- OEA/Publications will **not** accept:
    - Photos and logos pulled from the Internet; this is copyright infringement without the consent of the original host and copyright owner. Additionally, images pulled from the web do not meet print specifications.
- Photos and logos, prior to submission, must be approved for use by the copyright owner or they will not be included in the design.
    - It is the requesting department's responsibility to obtain permission.
- Photos and logos must be submitted as high resolution files in file formats such as JPEG and TIFF; EPS vector files are preferred for logos.

LOGO DESIGN

The OEA/Publications is prohibited from creating logos of any kind, according to the official University of Miami identity policy (**http://www7.miami.edu/ftp/umidentity/manual.html).** However, the design team may provide a Miami Law sub-brand upon approval of the request by the Assistant Dean for External Affairs. Specific usage policies apply and are provided upon delivery of the sub-brand files.

- Sub-brands only are created for major departments/units at Miami Law.
- If an outside party requests the School of Law logo, submit the official University of Miami School of Law logo (with the U). The Miami Law brand and sub-brands may not be sent to outside parties for their use.
- Student Organizations only may use their sub-brands on student maintained websites (OrgSync) and social media, and materials for events pre-approved by the Dean of Students.

EDITING

For all projects, there will two (2) draft rounds for edits and (1) draft review for final approval. This policy ensures the meeting of deadlines and delivery of the final product on time.

- The unit's chosen Project Manager is the liaison with OEA/Publications for the editing process
    - Edits must be submitted by project manager to eliminate conflicting revisions
- Project manager must be sure all necessary persons/parties review each proof before sending in edits to OEA/Publications
- Compile all edits in the provided PDF proof or in a single detailed email
    - Proofreading and accuracy is the responsibility of the requesting department
    - Delays in edit submissions, as well as proof rounds in excess of the three (3) noted above may push back the delivery of the final product and the in-hand deadline.
    - Delays in final approval also may push back deadlines.
- It is the requesting organization's responsibility to submit content that is completely accurate.
- OEA/Publications is not responsible for conducting research to ensure the accuracy of text or other information provided.

STUDENT ORGANIZATIONS

In most cases, graphic design and/or print requests from Student Organizations are generated through the events calendar online **(https://ems-01.law.miami.edu/MasterCalendar/)** or the Office of Events and Conferences **(events@law.miami.edu)** which will help the organization to coordinate their requests for marketing materials.

- OEA/Publications will produce materials only for symposia, conferences and other high-profile events — i.e. ESLS Symposium, University of Miami Law Review Symposium — and events that apply to the entire Law School — i.e. Philanthropy Week and Dean's Cup.

POSTERS

Posters are only made for major law school events that are open to the entire law school community and the public, such as major symposia or conferences, and events such as Philanthropy Week, Wellness Week, Dean's Cup, or Bar Week. No program announcements or application notices will be allowed. If you want the poster in the library, posters may be placed in the library entrance no more than one week prior to the event.

SEND ALL PRINT PUBLICATION REQUESTS TO: Externalaffairs@law.miami.edu

WEB, Digital Communications & MULTIMEDIA

Miami Law understands that its website is often its first introduction to the public and specifically to prospective students. Information on our website must be up-to-date and relevant to our mission. Digital communications and e-newsletter content is based on the accuracy of the content submitted to the OEA.

SPECIAL NOTE: Under the rights of Fair Use, a headline linking to an outside news story that can be found on the web plus ONE paragraph, at the most, of text from the article can be posted without express permission of the publication. Any links to .pdf require written permission of the publisher (not just the reporter or editor).

All permission for use for web or print must be forwarded to webupdates@law.miami.edu.

Home page – www.law.miami.edu

PRIMARY AUDIENCE: Prospective Students, Faculty, Current Students, Alumni, Donors, UM Community, Academics, Legal Community

Items for homepage posting are selected based on their relevance to the law school's mission or promotion strategy, the significance of the event or publication, and/or level of detail. All items are edited for style and length at the discretion of the Director of Marketing Communications and/or Director of Publications.

CONTENT:

1. **Faculty News** – this includes published articles, presentations, and awards, speaking engagements, media, highlighted scholarship, court citations or other items sent to External Affairs will be reviewed daily by Director of Marketing Communications and/or Director of Publications for posting on homepage.

2. **Linking to Outside Article or Reprint Permissions -** Under the rights of Fair Use, a headline linking to an outside news story that can be found on the web plus ONE paragraph, at the most, of text from the article can be posted without express permission of the publication. Any links to .pdf require written permission of the publisher (not just the reporter or editor).   All permission for web or print once obtained must be forwarded to **webupdates@law.miami.edu.**

3. **Rotating Images** – Law school events requiring registration, co-sponsored events, recently published books (Posted once weekly or as determined by scheduled event marketing timeline).

4. **News** – Media updates or general news (Posted once weekly).

5. **Events** – Events are posted 1-3 weeks in advance and are chosen based on importance and if the event has a web page for linking.

SEND ALL REQUESTS TO: webupdates@law.miami.edu

Interior Web pages www.law.miami.edu

1. To update **an existing, interior web page**, contact **webupdates@law.miami.edu** . General turnaround time is one week depending on number of changes.

2. To update **faculty bio pages**, send CV or other information to **webupdates@law.miami.edu** .

3. To create **a new web page** or to make substantial changes to existing pages, a project manager from the requesting department must contact **webupdates@law.miami.edu** to schedule a meeting to discuss the project including objectives, scope, strategy, content and project schedule.

SEND ALL REQUESTS TO: webupdates@law.miami.edu

Digital Communications

e-NEWSLETTERS

All e-newsletters must have a designated Unit Project Manager.

Pre-approval by the Dean of the School of Law is required and is based only on the following priority list:

- Public Interest/Public Service
- Admissions/Recruiting
- Clinical Law Program

PERFORMANCE STANDARD: All newsletters will be evaluated based on a minimum of a 20% open rate by recipients. First emailed newsletter that falls below 18% will be reviewed by Assistant Dean for External Affairs for suggested improvements. If second newsletter does not meet 20% criteria, the newsletter will move off the regularly published list of newsletters. **All e-Newsletters will be delivered through the School's CRM**.

PRIMARY AUDIENCE: Set by Unit

CONTENT AND SUBSTANCE: Unit driven with final approval of Assistant Dean for External Affairs

COPY & E-MAIL DISTRIBUTION LIST DEADLINE: 4 weeks prior to the agreed upon published schedule. The e-mail distribution list must be sent in an Excel spreadsheet and contain, **at minimum**, the following content in separate cells: First Name, Last Name, e-mail Address.

PROJECT MANAGER: Must provide Michelle Valencia, Director of Publications, with copy that is final along with any (preferably high-resolution) photos and/or graphics required. E-newsletter content is based on the accuracy of the content submitted to the OEA.

EDITING

For e-Newsletters, there will be two (2) draft rounds for edits and (1) draft review for final approval. This policy ensures the meeting of deadlines and delivery of the final product on time.

- The unit's chosen Project Manager is the liaison for the editing process
  - Edits must be submitted by project manager to eliminate conflicting revisions
- Project manager must be sure all necessary persons/parties review each draft before sending in edits to the Director of Publications.
- Compile all edits in a single detailed email.
  - Proofreading and accuracy is the responsibility of the requesting department
  - Delays in edit submissions, as well as proof rounds in excess of the three (3) noted above may push back the delivery of the final product and the in-hand deadline.
  - Delays in final approval also may push back deadlines.

e-Communications

All e-Comms must have a designated Unit Project Manager.

Digital marketing materials for upcoming academic conferences, symposia, and/or other celebratory events planned and approved via the Master Calendar or by the Dean, will require a project manager designated by the unit.

All e-Comms will be delivered through the School's CRM.

PRIMARY AUDIENCE: Set by Unit

CONTENT AND SUBSTANCE: Unit driven with final approval of Director of Publications

COPY DEADLINE: 10 business days before agreed upon email delivery date.

PROJECT MANAGER: Must provide Director of Publications with copy that is final along with any (preferably high-resolution) photos and/or graphics required.

EDITING

For projects, there will two (2) draft rounds for edits and (1) draft review for final approval. This policy ensures the meeting of deadlines and delivery of the final product on time.

- The unit's chosen Project Manager is the liaison for the editing process
  - Edits must be submitted by project manager to eliminate conflicting revisions
- Project manager must be sure all necessary persons/parties review each proof before sending in edits to the Director of Publications.
- Compile all edits in a single detailed email.
  - Proofreading and accuracy is the responsibility of the requesting department
  - Delays in edit submissions, as well as proof rounds in excess of the three (3) noted above may push back the delivery of the final product and the in-hand deadline.
  - Delays in final approval also may push back deadlines.

SEND ALL REQUESTS TO:

The Office of Events and Conferences will coordinate for any and all marketing collateral needed if event related. For all other requests please contact : Externalaffairs@law.miami.edu

Multimedia/Video

PRIMARY AUDIENCE: Current and Prospective students, Prospective Faculty, Media, Alumni, Donors, USNWR Voters, Legal Community

SPECIAL NOTE: A/V will not accept videos shot by law school personnel or departments for editing and uploading to the video server unless OEA provides signoff.

CONTENT AND SUBSTANCE: Video requests are made by law school units with Marketing/Communications requests to be reviewed and approved by the Assistant Dean of External Affairs.

DEADLINES & WORK FLOW: Video requests must be made at least two weeks before the event through EMS (Law School Events Calendar). If the requested product is to be posted on the website and has editorial, marketing or public relations applications, a meeting between the Audio Visual department (A/V) and the Associate Director of Digital Communications (ADDC) must be scheduled to lay out the vision of the end product.

SEND ALL REQUESTS TO: Externalaffairs@law.miami.edu

Event Marketing

Marketing materials (invitations, posters, eVites, programs, promotional items) for events are subject to the event marketing timeline as defined in the initial meeting with Events Management Team.

    a) When general events are scheduled via EMS and the Event Calendar, click on the resource titled "Communications" and indicate the materials needed.

       For conferences and symposia, either approved via EMS Scheduler or by the Dean, will require a project manager designated by the unit. The Office of Events and Conferences will coordinate for any and all marketing collateral needed at that time.

PHOTOGRAPHY: The Office of Events and Conferences will coordinate all photography requests related to events and submit for approval to the Assistant Dean for External Affairs. Requests should be submitted well in advance and be generated at the time of event scheduling. Approval is *at the discretion* of the OEA who will ascertain the appropriate needs, and approved assignments for photography will be handled by the OEA.

Off campus events will require the hiring of an outside vendor and be charged to the requestor.

Photographers will only be assigned for events that have an online component, such as a companion homepage story or mention.

All photography requests related to events will be coordinated by the Office of Events and Conferences and will need approval from the Assistant Dean for External Affairs to determine if a photographer and/or video is appropriate and assign the appropriate parties.

The following documents are also available upon request:

1. Event Support Request Form
2. Conference/Symposium Proposal Form
3. Dean's Attendance Request Form (DAR)
4. Miami Law Event Survey

SEND ALL REQUESTS TO: Events@law.miami.edu

The OEA department coordinates advertising and promotion for the law school through print and digital ad creation and placement, radio copywriting and placement, marketing copywriting and event promotion.

SENT ALL REQUESTS TO: Externalaffairs@law.miami.edu

Media Relations/Social Media

*Facebook, Twitter, YouTube, LinkedIn

All official social media postings are at the discretion of the Director of Marketing Communications.

PRIMARY AUDIENCE: Depends on social site.

- Facebook: students, prospective students, recent alumni
- Twitter: news media, law firms, current students
- YouTube: general public, above-mentioned audiences
- LinkedIn: alumni
- Instagram: current students

CONTENT: Latest news/hot topic for immediate distribution (usually same day)

SEND ALL REQUESTS TO: Externalaffairs@law.miami.edu

Media coverage, interviews, etc.

Request for Expert Commentary: Media outlets contact UM Law for expert commentary on timely topics. Depending on the <u>area of expertise</u>, faculty members may be contacted by the Director of Media Relations to work with the reporter. If a member of the media contacts you, you are encouraged to contact the Director of Media Relations immediately to arrange scheduling, venue, and facilitate any travel and/or accommodations such as hair and makeup. Media training should be considered especially before any broadcast interviews. Students should not be pitched out for interviews unless a member of the faculty is also featured.

SPECIAL NOTE: Any and all press releases, press conferences, and media advisories must be approved and signed off on by the Office of External Affairs before being sent or posted anywhere, including webpages.

Media outreach to promote an event:

1) **Calendar Listings** are sent prior for events that are **open to the public.** A request for a calendar listing should be sent to Externalaffairs@law.miami.edu **five weeks** before the event with all relevant information: title of event, the purpose of the event, who will be speaking and their bio(s),

when and where (including size of venue), CLE credits, cost, rsvp, link to more information, and jpg. of participants.

2) **Press releases** are distributed prior for events that are **open to the public or the UM community**. A request should be sent to Externalaffairs@law.miami.edu **three weeks** prior with all relevant information: title of event, the purpose of the event, who will be speaking and their bio, when and where (including size of venue), CLE credits, cost, rsvp, link to more information, and jpg. of participants.

3) **Media advisories** are distributed to news assignment editors prior to an event. A request should be sent to Externalaffairs@law.miami.edu **two weeks** prior with all relevant information: title of event, the purpose of the event, who will be speaking and their bio(s), when and where, link to more information, and jpg. of participants.

SEND ALL REQUESTS TO: Externalaffairs@law.miami.edu