# TABLE OF CONTENTS

1. About University Relations.................................................................................................................................................. 2

2. Before Using This Guide...................................................................................................................................................... 2

3. Account Partners.................................................................................................................................................................. 3
   3a. Guidelines and Policies.................................................................................................................................................. 3
   3b. Overview of Services.................................................................................................................................................... 3
   3c. Account Partners and Assignments............................................................................................................................ 4

4. Marketing and Communications............................................................................................................................................... 5
   4a. Guidelines and Policies.................................................................................................................................................. 5
   4b. Overview of Services.................................................................................................................................................... 6
   4c. Creating New Projects, Consultation, and Editorial Review......................................................................................... 6
   4d. Updating, Revising, or Reprinting Previous Projects and/or Documents................................................................. 7
   4e. Hiring a Photographer/Requesting Photographs......................................................................................................... 8
   4f. Printing........................................................................................................................................................................... 8
   4g. Receiving Internal Publicity for Events, Programs, and Initiatives............................................................................ 9
   4h. Help.............................................................................................................................................................................. 9

5. Special Events........................................................................................................................................................................ 10
   5a. Guidelines and Policies.................................................................................................................................................. 10
   5b. Overview of Services.................................................................................................................................................... 10
   5c. Special Events for Internal Clients............................................................................................................................... 11
   5d. Special Events for External Clients.............................................................................................................................. 14
   5e. Special Events for Co-Sponsors.................................................................................................................................. 16

6. Media Relations....................................................................................................................................................................... 18
   6a. Media Policy................................................................................................................................................................. 18
   6b. Overview of Services.................................................................................................................................................... 18
   6c. Interview Requests..................................................................................................................................................... 18
   6d. Publishing a Book and Studies..................................................................................................................................... 19
   6e. Publishing Op-Eds....................................................................................................................................................... 20
   6f. Publishing Letters to the Editor.................................................................................................................................. 22
   6g. Receiving External Publicity for Events, Programs, and Initiatives.......................................................................... 23

7. Emergency Communications.................................................................................................................................................... 26

8. Contact Us............................................................................................................................................................................ 27

9. Index...................................................................................................................................................................................... 28
1. ABOUT UNIVERSITY RELATIONS

University Relations is a centralized resource for marketing, creative, media relations, and events at Pace. University Relations collaborates with University divisions and departments to develop marketing strategies and publicity, and execute integrated plans that promote and enhance Pace's image and identity.

2. BEFORE USING THIS GUIDE

FAQs and Contacts

This guide is designed to assist departments, offices, schools, and colleges when using University Relations’ services. Below is a list of appropriate contacts (beyond Account Partners) for frequently asked questions and reported issues:

- Marketing materials/Production—Maria De La Cruz, mdelacruz@pace.edu, (212) 346-1696
- Opportunitas (faculty/staff newsletter)—Alyssa Cressotti, acressotti@pace.edu, (212) 346-1702
- Pace Magazine (alumni magazine)—Greg Daugherty, gdaugherty@pace.edu, (212) 346-1182
- The Pace Parent (parent newsletter)—Greg Daugherty, gdaugherty@pace.edu, (212) 346-1182
- Public Relations/Press Releases—Scott Trent, strent@pace.edu, (212) 346-1152
- The Pulse (student newsletter)—Tiffany Lopes, tlopes@pace.edu, (212) 346-1335
- Sharing news, events, information with Pace Community—URnews@pace.edu
- Sharing news, events, information with outside media—Cara Cea, ccea@pace.edu, (914) 773-3312
- Social media—Alyssa Cressotti, acressotti@pace.edu, (212) 346-1702
- Special Events, New York City—Tom Murray, tmurray@downtown-cc.com, (212) 618-6992
- Special Events, Westchester—Tom Murray, tmurray@downtown-cc.com, (212) 618-6992
- Web tech/IT—Clare van den Blink, cvandenblink@pace.edu, (914) 923-2750
- Web content for www.pace.edu—Tiffany Lopes, tlopes@pace.edu, (212) 346-1335
- Web services—Gisela Tirado Tewes, gtewestirado@pace.edu, (212) 346-1268

For more details and a full list of University Relations contact information, please see Section 8.

Index

For your convenience, an index is located at the end of this document to assist in locating specific information quickly. For any remaining questions, please direct them to the appropriate contact (See Section 8).

Deadlines

This guide contains important deadlines and timeframes for achieving goals, projects, and initiatives. It is imperative that departments, offices, schools, and colleges adhere to these timeframes so that University Relations may assist with the utmost efficiency.
Feedback
To provide quality service to the University, University Relations welcomes feedback on this User’s Guide. For comments or suggestions, please e-mail URnews@pace.edu.

3. ACCOUNT PARTNERS

Most University departments, offices, schools, and colleges have a designated Account Partner who serves as a liaison between offices and University Relations. Assigned Account Partners serve as first and primary points of contact for requests and projects in progress. Open communications with Account Partners is essential for maintaining a streamlined workflow with University Relations’ services.

3a. GUIDELINES AND POLICIES

To ensure an effective working relationship between University departments, offices, schools, and colleges and their designated Account Partners, the following guidelines and policies are in place:

- If requested by Account Partners, regular monthly meetings are to be scheduled with Account Partner(s) and school-designated point of contact.
- Account Partners should be the first point of contact for new University Relations projects and CC’d on ongoing communications.
- Meetings should be scheduled as-needed on a project-by-project basis.
- Each project requires an established designated responsible individual (DRI) from both University Relations and the department, office, school, or college to act as the project owner.
- All work will be streamlined through these DRIs.
- Establish up-front who is responsible for assignments with each project.
- Promotional and marketing needs from various sources within schools should funnel through school communications directors (i.e., professor-led events, conferences, etc.).
- Account Partners and University departments/offices should proactively plan and follow roadmaps and marketing plans.

3b. OVERVIEW OF SERVICES

Account Partners provide departments, offices, schools, and college with the following services:

- Act as a liaison to the University Relations’ services
- Collaborate and consult on goals, concepts, marketing, strategic initiatives, content and design for print, digital, and direct mailing (See Section 4b)
- Tap into University Relations’ resources like events, PR, marketing, and social media
- Tap into external resources like photography, research, and video
3c. ACCOUNT PARTNERS AND ASSIGNMENTS

Account Partner Contact Information and Assignments

- Wendy Metzger
  wmetzger@pace.edu
  (212) 346-1699
- Jacqueline Tortorella
  jtortorella@pace.edu
  (212) 346-1117
- Freddi Wald
  fwald@pace.edu
  (212) 346-1396
- Heather Wells
  hwells@pace.edu
  (212) 346-1742

Schools
College of Health Professions – WM
Dyson College of Arts and Sciences – WM/JT
Lubin School of Business – WM
School of Education – WM
School of Law – FW
Seidenberg School of Computer Science and Information Systems – WM

Departments and Offices
Board of Trustees – HW
Career Services – WM/JT
CPE Portfolio – WM
Development and Alumni Relations – WM/FW
Enrollment – WM/FW
Environmental Center and Pace Academy – WM
Gov’t, Community Relations/NYC – WM
Gov’t, Community Relations/PLV – WM
Office of Security/Safety – JT
Office of Student Assistance/SDCA – JT
Pleasantville Project – WM
President’s Office – FW
Provost’s Office – WM/FW
Schimme l– FW
Human Resources—JT

Individuals not listed above who wish to use University Relations’ services should contact their Communications Director (See Section 6d).
4. **MARKETING AND COMMUNICATIONS**

The Marketing and Communications Department is responsible for developing and implementing a strategic marketing plan for the University that upholds Pace’s identity and enhances enrollment, supports philanthropy, strengthens connections with students, staff, and faculty, and builds the Pace reputation with key constituencies.

The department reviews all communication projects in order to ensure the strategic use of University funds and consistency of image and message. If University funds are being used to pay for a marketing communications project of any kind (including publications, advertising, web content, videos, banners, signs, etc.), projects must receive approval and budget information from the department requesting the project before work can begin on the project.

**4a. GUIDELINES AND POLICIES**

When working with Marketing and Communications, professional guidance will be given in areas including: consulting, concept collaboration, writing, editing, design, and production. To achieve the best service and design for projects, Marketing and Communications has the following policies in place:

**Marketing and Communications is responsible for:**

- Consulting on design, content, production, and distribution
- Suggesting ideas to communicate effectively with audience(s)
- Developing format and design specifications to meet budget (please note, printing and mailing estimates are for planning purposes only)
- Providing, if budgets allow, new photos, illustrations, advanced designs, and writing services
- Advising on copyright or reprint permission for certain text, logos, or photos
- Providing a written estimate for the cost of project
- Editing copy to ensure readability and conformity with University style
- Sending periodic project updates via e-mail
- Ensuring that project requirements have been met

**University departments, offices, schools, and colleges are responsible for:**

- Having an understanding of the project’s scope, style, tone, purpose, message, audience, and other key parameters
- Being their department’s funnel for approvals: comments or approval given to University Relations should be a compilation of all the people who need to see/approve a document
- Providing comparable samples of projects, if available, for reference
- Obtaining additional information and final approvals in a timely fashion
- Providing complete and accurate materials at the start of the project
- Submitting text that is word processed (not handwritten, but saved on disk or e-mailed as a Word attachment) and all other items, such as photos, illustrations, charts, and graphs in agreed upon formats
• Issuing timely, signed approvals for all copy, artwork, design layout
• Proofreading the project throughout all phases
• Having sufficient funds in the proper budget to cover project costs
• Allowing 5 to 15 business days for projects requiring approval only
• Allowing 30 business days for projects requiring full production

4b. OVERVIEW OF SERVICES
Marketing and Communications creates a variety of projects, including, but not limited to:

<table>
<thead>
<tr>
<th>Advertisements</th>
<th>Digital Posters</th>
<th>Posters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis</td>
<td>E-mail Blasts</td>
<td>Programs</td>
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<tr>
<td>Booklets</td>
<td>E-vites</td>
<td>Research</td>
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<tr>
<td>Brochures</td>
<td>Envelopes</td>
<td>Strategy Documents</td>
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<tr>
<td>Calendars</td>
<td>Logos</td>
<td>Videos</td>
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<tr>
<td>Catalogs</td>
<td>Photography</td>
<td>Web</td>
</tr>
<tr>
<td>Citations</td>
<td>Photo Requests</td>
<td></td>
</tr>
<tr>
<td>Creating Ads</td>
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</table>

Marketing and Communications has access to the following Pace media outlets to market and share internal news, information, events, stories, and more:

• **Newsletters** Opportunitas, The Pace Parent, The Pulse
• **Print Publications**—Annual Report, Pace Magazine
• **Social Media**—Pace University’s official Facebook, Flickr, Instagram, LinkedIn, Pinterest, Tumblr, Twitter, Vine, and YouTube
• **Website Content**—The Daily Voice, MyPace Portal, www.pace.edu

Please see **Section 4g** for instructions on sharing internal media.

4c. CREATING NEW PROJECTS, CONSULTATION, AND EDITORIAL REVIEW

**Process**
University Relations’ goal is to move projects forward in as timely and efficiently as possible. Departments, offices, school, and colleges can expect the following process when working with University Relations on projects:

• When beginning a new project, complete and submit initiation forms (see below).
• Based on the scope of desired projects, a consultation with Account Partner may be requested.
• Updates on projects, including proofs, revisions, and more.
• Consult University Relations with changes, questions, concerns, etc., as they arise.
• All revisions and approvals to be streamlined through DRIs from designated department, office, school, or college prior to submission to University Relations.

**NOTE:** Each party is responsible for meeting deadlines**
Deadlines
Please allow 5 to 15 business days for projects requiring approval only. Please allow 30 business days for projects requiring full production.

Creating a New Project, Consultation, and Editorial Review
To begin a new print project, request a consultation, or approve jobs, please complete a Project Initiation Form and Creative Brief, located at http://www.pace.edu/marketing-communications/. These forms help us help clarify the goals and specifications of the project, and allow us to track the projects through to a timely completion. To access the forms:

1. Click “Print Productions” on the right-hand side of the page.
2. Click “Project Forms and Documents” on the right-hand side of the page.
3. Complete the forms listed under “Project Initiation/Approval Form” and “Creative Brief”.

Requests must be submitted to pubs@pace.edu and the Account Partner should be copied.

**NOTE:** It is imperative that forms be completed with as much information as possible and include draft copy or all the components needed to write the communication (dates, times, locations, sample title of lecture, etc.). Work does not begin on projects until forms and draft copy are received. Incomplete or missing forms will result in a delay of projects. **

The Office of Marketing and Communications will develop a print production schedule together with departments, offices, schools, or colleges creating projects. The average project requires 5 to 15 business days, or 30 for full production earlier. If deadlines for materials and approvals are missed, then the Marketing and Communications Department reserves the right to adjust schedules. Changes in the scope or complexity of services may also alter schedule and/or cost.

**NOTE:** Projects will begin after all materials are received. A maximum of three proofs will be generated for each project. Changes made after the third proof may adversely affect desired delivery date. **

To avoid delays, funds must be available in accounts prior to printing (See Section 4f for more information on printing). The Marketing and Communications Department cannot be held responsible for delays due to incorrect budget codes, changes of budget code, or insufficient funds.

4d. UPDATING, REVISING, REPRINTING PREVIOUS PROJECTS OR DOCUMENTS
When requesting revisions or reprints of document(s), a new request must be submitted. This process is the same for both clients and internal personnel. Requests must be submitted to pubs@pace.edu.

For reprints: Be as specific as possible detailing exactly what is expected, dimensions, and quantity for reprints. Confirmation will be received within 48 hours of request.

For updates and revisions: Please mention within submission that this is an alteration to previously produced work. Be as specific as possible detailing the exact alterations requested. Confirmation will be received within 48 hours of request.
4e. HIRING A PHOTOGRAPHER/REQUESTING PHOTOGRAPHS

Hiring a Photographer
The process of hiring a photographer is the same for both clients and internal personnel.

1. Go to http://www.pace.edu/marketing-communications/
2. Click “Print Productions” on the right-hand side of the page.
3. Click “Project Forms and Documents” on the right-hand side of the page
4. Complete the form listed under “Project Initiation/Approval Form”
5. Requests must be submitted to pubs@pace.edu.

Be as specific as possible detailing event location, date, time, duration, and what the actual event will entail for the photographer. Listing the project’s budget in initial request will reduce delays. Confirmation will be received within 48 hours of job request.

Choosing a Photographer
If a photographer has already been chosen for an event, a request still must be submitted to Marketing and Communications to ensure payment paperwork will be submitted. If a specific photographer is not requested, one will be provided on the basis of the project budget.

Requesting Photograph Copies
The process of requesting photograph copies is the same for both clients and internal personnel.
Requests must be submitted to pubs@pace.edu (see Section 4f for additional information on printing). Be as specific as possible detailing the platform where photograph originally appeared, subject, and, if possible, date it was taken or published. Confirmation will be received within 48 hours of job request.

4f. PRINTING
The process of getting materials printed is as follows:

1. Go to http://www.pace.edu/marketing-communications/.
2. Click “Print Productions” on the right-hand side of the page.
3. Click “Project Forms and Documents” on the right-hand side of the page.
4. Complete the forms listed under “Project Initiation/Approval Form” and “Creative Brief.”
   **NOTE:** No job can begin until these forms is returned to the University Relations office.*
5. Requests must be submitted to pubs@pace.edu.
6. Depending on the estimated cost, the job will then be bid out to vendors.
7. A Budget Approval form, with the vendor’s bid amount, will be sent to the client for approval. No job can be released to print until this approved form are returned to the University Relations office.
   **NOTE:** A minimum of 30 working days are required for print projects. Projects that must be written by Marketing and Communications staff will require additional time. **
**Printing Costs**

Listing the project’s budget in initial request will reduce delays. If a request costs:

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Required Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000 and Under</td>
<td>No quote required</td>
</tr>
<tr>
<td>$5,001 - $15,000</td>
<td>Quotes from 2 vendors required</td>
</tr>
<tr>
<td>$15,001- $50,000</td>
<td>Estimates from 3 vendors required/ Sealed bid</td>
</tr>
<tr>
<td>$50,001 and Up</td>
<td>Requires RFP process</td>
</tr>
</tbody>
</table>

An estimate for each project will be given to the client before the project is approved to print. Upon client approval of the costs, the job will be printed.

**4g. INTERNAL PUBLICITY FOR EVENTS, PROGRAMS, AND INITIATIVES**

Marketing and Communications encourages the sharing of news, information, events, success stories, and more with the Pace Community. To include information on Pace websites, blogs, social media, print publications, and other outlets (see Section 4b for complete list of outlets), please e-mail the UR News Bureau at URnews@pace.edu with as much information as possible. Please provide sufficient time for staff to route and, if necessary, write copy for a request.

The Marketing and Communications News Bureau meets weekly to discuss timing and placement of messages and stories. However, the department cannot guarantee the inclusion of messages and stories on preferred outlets of choice. Other outlets may be more appropriate for certain messages and stories.

**e-Blast Guidelines**

E-Blasts are reserved for communications from the president’s office and emergencies only. Exceptions to this may be rare and on a case-by-case basis. Account Partners can discuss alternative options to e-blasts. If your office does not have an Account Partner, e-mail URnews@pace.edu.

**Social Media Guidelines**

Marketing and Communications will try to meet all social media requests; however, requests cannot always be completed immediately. Please note that timeliness of messaging is always taken into account. Content broadcast on official Pace channels should appeal to/engage the widest audience. Niche interest items may not be suitable for sharing.

If departments, offices, schools, or colleges requesting social media assistance have their own social media accounts, please post there and Marketing and Communications will re-share with the official Pace accounts. This increases total reach.

**The Pulse/Current Students**

Items wishing to be included in The Pulse/Current Students Page should be submitted to URNews@pace.edu by end of day on Wednesday to appear in the following Monday issue.

**4h. HELP**

For questions that have not been sufficiently answered, please contact University Relations for further assistance (see Section 8).
5. SPECIAL EVENTS

Special Events ensures that departments or organizations plan successful events and programs that seek to educate, foster a sense of community, and build relationships. We work with internal and external clients to provide the appropriate venue and support services. Event planning is a team effort between University Special Events and all of its service groups. University Special Events is committed to helping accomplish goals.

5a. GUIDELINES AND POLICIES

For Internal Clients

- An internal client is defined as faculty or staff
- All requests should be initiated by submitting a Webviewer Request Form
- Special Events requires at least two business days to review and respond to requests (via Webviewer Request Form)
- For last minute requests, please submit the Webviewer request before contacting the office so a Special Events contact can assist as soon as possible
- Space is booked on a first-come, first-served basis
- Advertisements for events may not run until the event is officially confirmed as scheduled
- Requests for spaces owned by University offices or departments must be approved by said office or department before Special Events can book
- Special Events requires two business days’ notice for cancellation of services or events

For External Clients

- An external client is defined as outside participants with no affiliation to the University
- The University does not rent facilities for fundraising activities
- An external group must have a formal, written contract with the University
- An external group is required to provide the University with evidence of insurance coverage at the time it enters into the contract with the University
- An external group is required to pay the University a facility-use fee (rent) and to pay for other event-associated costs (i.e., catering, educational media, buildings and grounds, etc.)
- Religious groups will not be permitted to rent space on campus to perform religious services
- Private parties are not permitted on University property (i.e., weddings, bridal showers, etc.)

5b. OVERVIEW OF SERVICES

University Relations’ Special Events Department understands that every event is different and requires specific needs. Special Events will work one-on-one with departments and organizations to ensure every need is met. Some of our most common services include helping coordinate:
- Audio visual and other equipment information and procurement
- Catering availability
- Liability insurance information
- Contracts
- Parking/traffic control
- Schedule of events already planned that may detract from the event
- Security information
- Signage and marketing
- Space availability
- University Facilities and University Special Event staff availability

Services Special Events DOES NOT provide

- Service to Student-Organized Events: Events sponsored by students or student organizations should be routed to Student Development and Campus Activities (SDACA/SDCA).
- Scheduling Academic Classes: All requests for scheduling academic classes should go to Jodi Amditis (jamditis@pace.edu) at the Registrar’s Office. At the start of each semester, Special Events has a 2-3 week delay in approving space until the Registrar’s Office completes its space assignments for the new semester.
- Video Conferences: If a request is for a video conference meeting only, please see [http://www.pace.edu/information-technology-services/services/audio-visual-services/videoconferencing/](http://www.pace.edu/information-technology-services/services/audio-visual-services/videoconferencing/) and contact Tony Soares (tsoares@pace.edu) and ITS with questions. If a request is for a video conference meeting and requires catering, room set up, and/or other Educational Media, please submit an R25 event request (after the space is booked by Ed Media).

Spaces for Special Events
To view available spaces for events, please visit [http://www.pace.edu/special-events/internal-community/facilities/facilities/](http://www.pace.edu/special-events/internal-community/facilities/facilities/).

5c. INTERNAL CLIENTS’ SPECIAL EVENTS
An internal event is defined as an internal client (faculty or staff) using Pace University space.

Event Request
Request an event by filling out a Webviewer Request form, located on Pace’s “Events” page: [https://events.pace.edu/ww3/ww3_servlet/urd/run/wv_request.Request](https://events.pace.edu/ww3/ww3_servlet/urd/run/wv_request.Request)

You will be prompted to fill out the form in its entirety regarding all the details of the event, including name and description, time/date(s), head count, location, AV and tech needs, catering, marketing, and more. Before completing a Webviewer Request form, please note the following policies:

- An internal client is defined as faculty or staff
- University Special Events needs at least 2 business days to review and respond to requests
- Space is booked on a first-come, first-served basis

Document last updated on 9/12/14. Please do not print this document, as it is updated frequently.
For last minute requests, please submit the Webviewer request before contacting the office so a Special Events contact can assist as soon as possible.

Requests for spaces owned by University offices or departments must be approved by said office or department before Special Events can book.

A complete list of Special Events’ policies is located in Section 5b of this document.

**Buildings and Grounds (B&G)**

Internal client events that require room set-up and break-down will receive assistance from B&G. Guidelines and policies for events requiring B&G are:

- At least **three business days’** notice and instruction are needed to set-up large spaces, such as Bianco, Student Union, MRA, Schimmel Theater, Gym, 163 William St. 18th floor, etc., on all campuses.
- Any event requiring set-up needs a corresponding R25 request.
- Set-up diagrams are encouraged for complex set-ups.
- Classrooms and conference rooms cannot be cleared of furniture.
- Events that require set-up before 9:00 a.m. or break-down after 5:00 p.m. in NYC and 4:00 p.m. in Westchester, or on the weekends, will be subject to overtime pay for Buildings and Grounds employees.
  - Overtime fees for NYC are $50.94/staffer/hour.
  - Overtime fees for Westchester are $31.70/staffer/hour.
  - Budget numbers or third-party billing can be used to cover expenses.
  - A four hour minimum is in place for events outside of business hours requiring staff.
- Large weekend events require both a male and female porter to ensure restrooms are cleaned.
- Large events may incur overtime charges so staff can complete their daily obligations as well.

**Catering**


- Catering requires **three business days** advance notice on orders for events, and at least one week for large events.
- Catering requires **two business days** for cancellations.
- A purchase order, third party billing details or credit card information, and a copy of the R25 confirmation must be submitted to process and deliver an order.
- Additional catering fees may apply such as late order fees, late cancellation fees, small order fees, and labor charges during breaks.

**Educational Media (AV Equipment)**

Internal client events requiring audio/visual or tech needs will receive assistance from Educational Media (Ed Media). Guidelines and policies for events requiring Ed Media are:
• All AV and tech needs should be communicated in the R25 request
• Ed Media requires **15 business days’** notice for events with AV requests
• Ed Media requires **two business days’** notice for academic class requests
• Ed Media will confirm all tech set-ups and costs with departments or organizations and University Special Events prior to all events
  o Budget numbers or third-party billing must be provided prior to all events
• Events requiring AV and tech needs that occur **outside** of the following hours are subject to after-hours fees:
  o Monday – Thursday: 8:00 a.m. – 10:00 p.m.
  o Friday: 8:00 a.m. – 5:00 p.m.
  o Reduced hours exist during semester and holiday breaks
• For a list of Ed Media’s services and pricing, please visit: [http://www.pace.edu/information-technology-services/services/audio-visual-services/educational-media-fees](http://www.pace.edu/information-technology-services/services/audio-visual-services/educational-media-fees).

**Security**

Security arrangements will be made based on the nature of each event. A Special Events planner will work with departments and organizations to determine appropriate security needs. Security requires **seven business days’** notice to schedule guards and process requests. Additionally, if an event meets any of the following criteria, security must be notified:

• If more than 50+ attendees are anticipated
• If an event is an organized concert/performance
• If alcohol is served
• If an event is a Dean-approved protest/rally
• If an event involves members of the external community
  o A guest lists must be sent to security in advance if more than 10 non-Pace guests are expected
    ▪ Check-in tables must be set-up to accommodate registration for events with more than 10 non-Pace guests
• If an event is held in the Schimmel theater or lobby, Goldstein Fitness Center Gym, Willcox Gym, or NY Civic Gym (Pace Plaza)
  o Schimmel events require at least one guard for the duration of the event—in Schimmel lobby and one guard in the balcony if the balcony is used
  o Events in the Gym are subject to extra security depending on the event and number of guests

**NOTE:** If an event falls outside of normal business hours, the event will be subject to overtime fees: $30/guard/hour, with a four hour minimum. Evening events in Westchester don’t require a guard, depending on the nature of the event.**

**Signage and Marketing**

Special Events will assist in the advertisement, signage, and marketing of events through other University Relations departments. Please see Section 4 for Marketing and Communications services available.
5d. EXTERNAL CLIENTS’ SPECIAL EVENTS

Special Events welcomes external groups to Pace's state-of-the-art facilities. If an external group would like to host an event at the University, that group must be involved in the overall planning and organization of the event. The group is expected to pay all charges associated with room rental, AV and tech, catering, or other significant charges, and other support services needed for a successful event. If media is expected, Cara Cea in Media Relations must be consulted at (914) 773-3312 or ccea@pace.edu.

Event Request

For a list of available spaces, please visit: http://www.pace.edu/special-events/internal-community/facilities/facilities/.

Interested groups must submit a formal request via e-mail to eventrequest@pace.edu. This request should include full company information including background on company and all details associated with the event at the time of submission. Client must also detail the nature of the event. General phone inquiries can be made to the associate director, for Westchester (914) 923-2667, for New York (212) 346-1742.

Catering

Pace University is under an exclusive contract with Chartwells for all catering needs. Chartwells has exclusive right and obligation to provide food service, including cafeteria, catered dining, faculty dining and meeting and event catering services for Pace University and all external groups holding events on any of our campuses.

In the event that Chartwells is unable to provide the food service and staffing to meet the special event catering requirements with Chartwells’ regular staff, equipment and food sources, Chartwells agrees to enter into appropriate subcontracts with firms, and on such terms approved by Pace University to satisfy the special event catering requirements.

A catering menu is available here: http://www.pace.edu/special-events/sites/pace.edu.special-events/files/Chartwells%20Catering%20Menu.pdf

Costs and Charges

Outside organizations wishing to use Pace facilities for events, conferences, workshops, meetings, seminars, etc. will be charged the external rate. The rate covers the operational costs to maintain the space and equipment. All AV, telecom, catering, and other support services needed by the group are considered extra charges and are billed accordingly.

A 50% deposit based on the guaranteed fixed user fee/space rental fee, as well as a signed contract, are required. If the event is canceled, the deposit is forfeited. The Facilities Use Agreement will be drafted and sent to the external group once the event is approved to be held on campus and the space is tentatively booked.

Educational Media (AV Equipment)
Audio Visual equipment and technicians are available for rent through the Educational Media Office. You may provide your own equipment, if desired. The Office of Special Events will process equipment orders and provide an estimate prior to the event. University Special Events requires two weeks advance notice on equipment rentals.

For a list of Education Media’s services and pricing, please visit: http://www.pace.edu/information-technology-services/services/audio-visual-services/educational-media-fees.

**Liability Insurance**
The outside organization will be expected to provide a certificate of liability insurance in the amount specified in the Facilities Use Agreement.

**Marketing and Communications**

- **Advertising** – If the University’s name and/or logo will be used to promote the event, the Office of University Relations reserves the right to review all publications and other materials (printed and online).

- **Signs** – The client may also post temporary signs/notices/banners only upon approval of University Special Events Department. The client must remove its own signage at the conclusion of the events; otherwise, labor charges may be incurred for removal of signs. Signs are not to be permanently affixed or adhered with staples or tacks or taped on painted surfaces. Signs are not to go onto Pace University signs on campus.

**Parking**

**Westchester**: Parking will be allowed in assigned lots only. All vehicles must have a parking permit/pass displayed in the car window. Vehicles without parking permits/passes or not parked in assigned lots will be ticketed at the driver’s expense.

**New York City**: Due to space limitations on the New York City Campus, parking is not offered on the New York Campus. There are several lots surrounding our downtown location:

- There is a lot located on Pearl St. (between Peck Slip and Beekman St.). This is an outdoor lot that is located within close proximity of Pace University.
- Another alternative is a small indoor lot located on Gold St. (between Spruce St. and Beekman St.).
- Another alternative is an indoor lot located on Beekman St. (between William St. and Park Row.)

**Security**
Pace University employs its own on-campus security staff that is responsible for patrolling the external property. Event organizers are responsible for supervision of their own groups. Event attendees must wear/present the proper ID upon request. If security is required for an event, the Special Events staff will work with head of security to obtain a quote for security personnel to assist with the event. The head of security will require specific information from the client regarding the event.
5e. SPECIAL EVENTS FOR CO-SPONSORS

The University encourages internal clients to collaborate with outside entities and communities through co-sponsored events. Discounted facility rental rates will be given to those external clients collaborating with internal clients at Pace. Collaboration is defined as the University’s participation being greater than simply lending its name to the event.

Guidelines and Policies

- The reduced facilities rental fee for co-sponsored events is 30% of the original stated cost.
- All events in which internal clients collaborate with non-Pace persons or entities (external clients) should be brought to the attention of the University Counsel’s office to determine if a Facilities Use Agreement is necessary— if there is uncertainty as to whether this is a valid co-sponsored event. Currently, Assistant University Counsel Robert Yarbrough (ryarbrough@pace.edu and (212) 346-1274) handles University contracts.
- External clients should be given the approved condensed Facilities Use Agreement in conjunction with a confirmation letter. The external client must sign the relevant Facilities Use Agreement and the confirmation letter before they may use Pace facilities.
- The internal client must provide University Special Events with a letter indicating which costs are waived and which costs are being paid by the non-Pace person or entity.
- Co-sponsored recruiting and information events for staff, faculty, and students are treated as internal events, organized by various departments (i.e. Human Resources, Co-op and Career Services, etc.), as they are providing a service to the Pace Community. These events do not require a signed Facilities Use Agreement nor a Certificate of Insurance. If the external client (i.e., TIAA-CREF, Ernst & Young, Morgan Stanley, etc.) is incurring food costs, B&G, etc., they are to be billed accordingly.
- If at some point a problem of sorts should arise with these external clients, they will be reviewed once again by legal to determine if changes need to be made.

Event Request

To view available spaces for events, please visit http://www.pace.edu/special-events/internal-community/facilities/facilities/.

Of the collaborating clients, the internal client must complete a co-sponsored event application online at: https://appsrv.pace.edu/cosponsoredevents/. Once the application is submitted, it will be electronically routed to the relevant authorized University officials. After approval, Special Events may then begin assisting internal clients with their co-sponsored event.

Internal Clients’ Responsibilities

- Submitting a co-sponsorship application indicating which costs are waived and which costs are being paid by the external client
- Working directly with Special Events to plan the event and acting as the liaison between Special Events and the external client
- Providing all the necessary paperwork required by Special Events, including a letter indicating which costs are waived and which costs are being paid by the external client
• Being present at the event to represent their department and the external client

**External Clients’ Responsibilities**
• Effectively communicating with the internal client regarding event planning
• Providing all necessary paperwork required by University offices
• Being present at the event to make any necessary decisions and ensure the event is executed properly

**Supporting Documentation**
The following documents serve as confirmation that the requested co-sponsored event has been accepted by the University
• Co-Sponsored Agreement
• Certificate Insurance listing Pace as additional insured

By providing the Co-Sponsored Agreement and insurance requirements to all co-sponsored clients, the University will be assured that the user agrees to defend, indemnify, and hold harmless Pace University.
6. MEDIA RELATIONS

Media Relations handles information and resources about Pace for external news media.

6a. Guidelines and Policies

The only people authorized to speak to the media on behalf of the University are the President, members of the Media Relations Department, and others designated by the President. Other Pace employees may speak with the media, but must do so through the office of Media Relations. Employees should always state that the viewpoints they give are personal and do not necessarily reflect those of their colleagues or Pace University. Pace faculty members are encouraged to respond to media requests that relate to their own expertise, research, or teaching.

As a rule of thumb, when contacted by the media, call Cara Cea, Associate Director of Media Relations at (914) 773-3312.

Media Relations seeks media coverage on major Pace initiatives, new academic programs, events, and the work of faculty and students when appropriate. No media coverage is ever guaranteed. Ultimately, reporters and editors decide what to cover and when. We can only present them—persuasively, we hope—with interesting information.

In general, news media look for stories that show that an organization is on the forefront of a national trend; that have a feel-good appeal (someone overcoming seemingly insurmountable odds to achieve great things); offer good visuals (action shots of students helping others is an example).

6b. OVERVIEW OF SERVICES

*Media Relations acts as a liaison between faculty and administration and the press whenever a staff or faculty member is:*

- Requested for a media interview
- Publicity for a book or study
- Publishing op-eds
- Publishing a letter to the editor of a publication
- Needs external publicity for newsworthy:
  - Events
  - Programs
  - Initiatives

6c. INTERVIEW REQUESTS

When staff or faculty members are contacted by media, including student media, the University asks that they call Media Relations for advice and counsel. Quick turnaround is often critical because most reporters have immediate deadlines. Before consenting to interviews, it is perfectly acceptable to tell a
reporter you must call back at a more convenient time. Get the reporter’s news organization, name, phone, cell phone, e-mail and deadline, and contact Cara Cea in Media Relations at Pace ext. 33312 (914-773-3312), cell 914-906-9680 or ccea@pace.edu, or another member of the department. Feel free to call outside of business hours about media matters.

Media training is available for faculty and staff who will be speaking with members of the news media. Our expertise with the media can help interviewees talk through message points and responses and provide tips or comments on a particular journalist or publication. These guidelines are not intended to restrict faculty members from expressing their own opinions after appropriate consultation to become informed, if necessary. As noted above, staff or faculty members interested in obtaining media coverage should call Media Relations for assistance.

We ask everyone who speaks to the media to notify Media Relations so we may offer guidance and then look for the coverage.

**Media Tips**
- **Get the reporter’s details**: Always get essential information from the journalist—name, organization, deadline, anticipated date/time of print or broadcast, and above all, contact information (phone, cell phone, and e-mail).
- **Buy time**: Do not feel pressured to respond to a press inquiry instantly. It is standard practice to call the reporter back—the extra time can give you an opportunity to think through your response and contact Media Relations for guidance.
- **Stay with what you know**: If you cannot answer a question or feel uncomfortable, take the reporter’s details and contact Media Relations. We can search for an appropriate University expert.
- **Ask about the issue**: As much as the reporter will let you, ask what questions the reporter has or what the focus of the report will be.
- **Think fast, talk slow**: Reporters favor quick replies. Be prompt, helpful, and honest, but think through responses. News media often are on deadlines much tighter than those in academia. All contacts should be responded to as soon as possible. (Media Relations staff tries to return calls within one hour, if only to ask for more time.) If you cannot get back to the reporter, have staff in Media Relations return the call.
- **Do not discuss topics like University policy, legal matters, pending litigation, crises or emergencies, and University personnel and students. Refer these to Media Relations.**

**6d. PUBLICITY FOR BOOKS AND STUDIES**
If you are publishing a book, please call us to discuss publicity support well before publication, ideally three months in advance. Media Relations will work with the publicists at your publishing house to maximize coverage via methods including op-ed articles, local and national print publications, and TV and radio interviews.

Media Relations will also support your efforts to arrange for grassroots publicity including Pace seminars and signings in bookstores. The University asks published faculty members to donate two of their books to the library, one for display and one for circulation. Contact Harriet Huang at (917) 773-3240 or e-mail hhuang@pace.edu.
We also encourage faculty authors to submit information about all publications, including books, papers, presentations, off-campus performances and patents, to the editor of the University magazine and *Opportunitas* at URnews@pace.edu, as well as to the appropriate Pace school’s internal communication contacts.

**Pace University Communications Directors**

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*jbernstein@pace.edu*  
(212) 346-1634

**Lubin School of Business**
Barbara Rose Aglietti  
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**School of Law**
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(914) 422-4389

**Enrollment**
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*r schepp@pace.edu* or *hbaker@pace.edu*  
(212) 346-1302 or (212) 346-1198

**Seidenberg School of Computer Science and Information Systems**
Bernice Houle or Jonathan Hill  
*bhoule@pace.edu* or *jhill@pace.edu*  
(914) 773-3592 or (212) 346-1864

Please be sure to provide the appropriate information, including:

- Contact information for the publishing house and publicist.
- Existing publicity materials generated by you or the publishing house.
- Biographical information that describes your background and work.
- ISBN number of the book and expected publication date.

**6e. PUBLISHING OP-EDS**

Printed opposite an editorial page, op-eds are a single author’s commentaries and opinions on the adjacent editorial. They are an excellent way to express interesting perspectives on matters in the news. Well-written articles reflect well on both the author and the University. For the *New York Times* and other national newspapers, competition for getting an op-ed published is stiff; other media are more
welcoming. For all, it is important to keep op-ed articles short, between 500 and 750 words. Letters to the editor are generally limited to 150 words. Generally, topics and relevance (global, national, local) depend on the newspaper.

Plan with the Media Relations Office
If you have an idea, it is usually best to have a quick conference. The office can help you strategize before you start writing and can help edit once you have a draft. Sometimes the staff may call you to propose an idea. Staff members have spent years cultivating professional relationships with members of the media and are able to base evaluations of ideas on their knowledge of the interests of the media and other constituencies. They edit following news guidelines in order to ease the job of editors at the other end, which increases the possibility that articles will be used.

Op-ed articles should be approximately 700 words long
Requirements vary by publication, but 700 words is the maximum for the New York Times. Newsday and some other papers will accept pieces up to 900 words. “My Turn” in Newsweek runs 1200-1500 words. Letters to the editor generally should be no more than 150 words.

Articles should be topical and, above all, timely
They should be related to an event or trend in the news and submitted while the subject is still in the headlines. Timing is absolutely critical. It is just too late once the news in the daily paper has moved on to another topic, regular columnists have sounded off, or other op-eds have appeared. Noel Rubinton, an op-ed editor from Newsday, has said: “An adequate piece on the right day is better than the perfect piece three weeks late.” Some op-ed pieces are written to appear a day or two before a forthcoming event or legislative development when that can be predicted.

Articles should be contentious
They should dispute misinformation or a bad paradigm and propose better. These are opinion pieces and need a point of view early in their sequence. Passion pays.

As another editor once phrased it, one formula is:

1. Set it up (an erroneous idea in the news).
2. Knock it down (say what’s wrong).
3. Replace it (with a better understanding).

Articles should state their viewpoint early
This is in contrast to the way many professors teach, presenting facts first and summarizing or interpreting later. In an op-ed, the opinion usually is stated at the beginning and then the significance.

The viewpoint should be fresh
It should present readers with facts and opinions that are counterintuitive and/or go beyond those that readers may have seen already in news columns or op-eds.
Write from an informed gut

Many op-eds start with a gut reaction to something in the day’s news. You read something at breakfast and got mad. The best ones often are done quickly, turned out overnight or in an hour or so while the topic and the writer are hot, without days of tinkering. This does not mean op-eds are casually tossed off: they draw on (and of course showcase) a career’s worth of accumulated learning and expertise.

Scholarly work can be adapted

Sometimes a piece can be partially written by adapting from or excerpting a current scholarly work.

Articles should be polished

Most publications want mastery of the subject, expertise, and clarity of thought more than elegant prose. Especially if a piece is fresh and topical, editors often will edit and polish, getting your approval of changes.

Articles should have statistics

They should not overwhelm the piece, but are always welcome.

Articles are a way to publicize recent projects

The brief author’s biography at the end of the piece often can be used to publicize a current or forthcoming book or project.

There should be a local connection

For all papers except the Times, and sometimes even there, papers like to feature authors with local connections and expertise. For The Journal News in Westchester, for example, people connected with Westchester County have an extra edge because the paper’s mission is to cover the county (including its thinkers), so when it comes to local issues there, Westchester experts are likely to be better informed than outsiders.

Imagine and write for a target audience

Your target may be readers of a national newspaper like the New York Times or Los Angeles Times, readers of a regional one like The Journal News, of a “thought” magazine like The Nation or The National Review, of a specialized publication like Forbes or Rolling Stone or The Chronicle of Higher Education, or of a professional newsletter. It is essential to refresh your sense of what the publication likes by looking at one or two recent issues.

All subjects welcome

Most op-ed pages are wide-open on subject matter and political point of view. If a publication has its own “tilt,” the editors usually welcome dissenting viewpoints.

6f. PUBLISHING LETTERS TO THE EDITOR

Short, concise letters are always more likely to be published than long ones; for The New York Times and other national media, stay under 150 words. Be timely; try to respond within two or three days of the article’s publication. A letter to the editor should be organized as follows:

Document last updated on 9/12/14. Please do not print this document, as it is updated frequently.
• First, a brief reference to the news story or current trend or development to which you are reacting. Next, a quick recitation of the argument you are opposing or correcting, followed by a statement of your own position. It is good to include an article title and date if you are responding to something specific. Then present your evidence. Close with a short restatement of your position or a pithy comment.

• **Stick to a single subject**: Deal with one issue per letter.

• **Be kind**: Editors tend to discard letters containing personal attacks on individuals.

• **Use facts, figures, and expert testimony whenever possible to support your opinion**.

• **Proofread carefully for errors in spelling, punctuation, and grammar**: Newspapers will usually edit, but your piece is more likely to be published if it is needs very little editing. When you think you are done, put the letter aside for a while. Rereading your letter with fresh eyes often helps spot errors.

• **Try to view the letter from the reader’s perspective**: Will the arguments make sense to someone without a special background on this issue? Did you use technical terms not familiar to the average reader?

• **The letter should be typed, double spaced, and addressed to the Editor**: Look at the standard format in the paper to which you are writing if you are unsure of structure.

• **Always include your name, address, day-time phone number, and signature**: The publication will not publish this information, but may use it to verify that you wrote the letter.

• **Don’t be discouraged if your letter isn’t published**: The editor may have received more responses on that issue than can be handled. Keep writing.

**Example of a Letter to the Editor**

To the Editor:

The crisis of a shortage of nurses in the Suffolk Health Department can be reversed! [“On the East End, A Nursing Shortage is Felt Most Deeply,” L.I. Section, 1/22/06] Schools of nursing on Long Island are booming with bright, capable students who will soon graduate and these schools will continue to prepare growing numbers of nursing students for the foreseeable future. The key is that recruitment and retention initiatives must be advanced—increase salaries to recruit these talented individuals and fill as many slots as available to reduce the heavy workloads that lead to attrition. The investment will actually save money by avoiding costly hospitalizations for untreated patients in the community. It is unconscionable in 2006 for so many Suffolk residents to go without the care they need and deserve.

Harriet R. Feldman

Harriet R. Feldman, PhD, RN, is a Bellmore resident and former public health nurse. She is dean of nursing at Pace University and editor of the book, “The Nursing Shortage: Strategies for Recruitment and Retention in Clinical Practice and Education,” published in 2000 by Springer.

**6g. EXTERNAL PUBLICITY FOR NEWSWORTHY EVENTS, PROGRAMS, INITIATIVES**

The office of Media Relations is continually looking for information of interest to the public. If you would like to publicize an event, program, award, presentation, book, article, grant or other student or faculty
achievement, please call or e-mail Cara Cea in Media Relations at (914-773-3312), cell 914-906-9680 or ccea@pace.edu for assistance, ideally 6-8 weeks in advance of desired publicity date. We do not have staff to publicize everything, but will let you know what is possible.

Media Relations can discuss with you the details of the initiative and help establish the threshold information—whether it has external news value (see below). Some news is suitable for both internal and external publicity. If appropriate, and with your input and approval, the department can issue a press release or media alert and help determine a strategic media list to maximize recognition and coverage.

**Determining news value**

Reading and answering the questions below will help you and us to gauge potential media interest in your story. You should be able to tell us:

- How is this unique or distinctive? How does it differ from all others?
- Is this a first in the world, country or region?
- Is it timely? Does it relate to something currently in the news (elections, forthcoming legislation, the new core curriculum at Harvard)? Are we on the forefront of, or participating in, a national or regional trend?
- Does it have juicy quotes, anecdotes, and little bits of colorful details?
- Does it involve events and/or people of prominence (celebrities) in a particular industry or area of study?
- Is the story unusually entertaining or exciting?
- Is there a human interest angle? Is it a “feel-good” story?
- Do you have a new angle on an old story?
- Does the story hit close to geographical home? If it involves and affects people from the areas surrounding our campuses, local media may be more interested.
- Is there a good visual component? If your event provides a good photo opportunity, such as students gathering for a good cause, or there will be some unique visual component like a work of art or unusual activity, print and TV media outlets may be more interested.

**Process**

When contacting Media Relations, be prepared to answer the additional questions below:

- What is the purpose of your communications outreach? Do you want to attract attendees to an event? Inform the public of recent accomplishments?
- Who is your audience—the Pace community, external audiences, or both? Are you aiming for an age, ethnic or geographic?
- What is your message?
- What is the deadline?

You can expect the process to go as follows:

- Initial contact with University Relations/Media Relations.
• Consultation.
• Writing – We request that all departments desiring publicity draft an initial write-up with necessary details and colorful descriptions. We will help you and edit. Please include Who (who is initiating and participating as well as who is benefitting), What (event, program, award, presentation), Where, When, Why and How in your write-up.
• Determining recipients/audience.
• Editing by Media Relations.
• Approval of copy by initiating department and deans/supervisors as appropriate.
• Distributing to media contacts and media partners.

External Publicity Expectations

• Events that are free and open to the public have the potential to be included in external print and Web calendar listings if submitted at least six weeks in advance.
• Students and faculty members promoting events that are open to outside community members may have opportunities to be interviewed by newspaper reporters and/or speak on radio or local TV.
• Events or stories with a human interest angle (touching story such as Pace students helping others in unusual ways or student who overcame odds), or with a unique visual component may attract print or TV reporters.
• Presentations, articles, books, grants and awards may garner blurbs in mainstream newspapers, trade journals, or both. Please provide a list of trade journals specific to your industry if you believe they may be interested.
• Events that benefit another organization may lend themselves to public service announcements on local radio. Don’t forget the immense appetite on the part of readers and viewers (and media trying to attract them) for celebrities and, to repeat, “juicy quotes and anecdotes and little bits of color.”

Inviting media to campus

Pace University campuses are private property. Members of the news media who want to come to a Pace campus must contact the office of Media Relations for permission and escorts. Commercial filming requests must be directed to Martin Kagan, Executive Director in the Office of Cultural Affairs, at 212-346-1231 or mkagan@pace.edu.
7. EMERGENCY COMMUNICATIONS

In the event of an emergency on campus, University Relations is responsible for two functional areas:

- Serving as the facilitator and disseminator of all information to the constituencies associated with Pace.
- Making recommendations for a proactive marketing campaign that targets the internal Pace University Community to widen its knowledge of relevant emergency telephone numbers, protocols, and reminders.

University Relations collaborates with the Crisis Management Team to issue messages through these channels:

<table>
<thead>
<tr>
<th>Channel</th>
<th>Audience</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pace Alert (triggers texting, voicemail messaging, and email functionality)</td>
<td>Opt-in for students, faculty, staff and parents (if students sign them up).</td>
<td>To be used in emergencies when information needs to be disseminated quickly.</td>
</tr>
<tr>
<td>Phone Voice Recordings.</td>
<td>For people who call into Call Center after business hours.</td>
<td>Recorded updates to be made regularly depending on the specific emergency.</td>
</tr>
<tr>
<td>E-mail</td>
<td>Students, faculty, staff and parents.</td>
<td>E-mails should be sent at regular intervals if new, relevant information regarding the crisis is available, has been reviewed for accuracy, and approved.</td>
</tr>
<tr>
<td>Website</td>
<td>Internal and External Community</td>
<td>Alerts and updates posted at regular intervals if new, relevant information regarding the crisis is available, has been reviewed for accuracy, and approved.</td>
</tr>
<tr>
<td>News Media</td>
<td>External Community</td>
<td>Begin once accurate information is confirmed and approved for release – particularly important when dealing with the media. Use only one spokesperson for the university. Updates as needed.</td>
</tr>
<tr>
<td>Social Media (Facebook / Twitter)</td>
<td>Internal and External Community</td>
<td>Updates posted at regular intervals if new, relevant information regarding the crisis is available, has been reviewed for accuracy, and approved.</td>
</tr>
<tr>
<td>Mobil App</td>
<td>Students</td>
<td>Updates posted at regular intervals if new, relevant information regarding the crisis is available, has been reviewed for accuracy, and approved.</td>
</tr>
<tr>
<td>Digital Signage</td>
<td>Students / Faculty / Staff on campus</td>
<td>Updates posted at regular intervals if new, relevant information regarding the crisis is available, has been reviewed for accuracy, and approved.</td>
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</tbody>
</table>
# 8. CONTACT US

<table>
<thead>
<tr>
<th>Account Partners</th>
<th>Media Relations</th>
<th>Marketing and Communications</th>
<th>Special Events</th>
</tr>
</thead>
</table>
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### 9. INDEX

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page, Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Partners, About</td>
<td>p. 3, Section 3</td>
</tr>
<tr>
<td>Account Partners, Contact</td>
<td>p. 4, Section 3d</td>
</tr>
<tr>
<td>Account Partners, Guidelines and Policies</td>
<td>p. 3, Section 3a</td>
</tr>
<tr>
<td>Account Partners, Services</td>
<td>p. 3, Section 3b</td>
</tr>
<tr>
<td>Advertisements</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Advertising for External Clients’ Events</td>
<td>p. 15, Section 5d</td>
</tr>
<tr>
<td>Annual Report</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Audio/Video Technology for External Clients</td>
<td>p. 15, Section 5d</td>
</tr>
<tr>
<td>Audio/Video Technology For Internal Clients</td>
<td>p. 12, Section 5c</td>
</tr>
<tr>
<td>Booklets</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Brochures</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Buildings and Grounds (B&amp;G)</td>
<td>p. 12, Section 5c</td>
</tr>
<tr>
<td>Calendars</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Catalogs</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Catering for External Clients</td>
<td>p. 14, Section 5d</td>
</tr>
<tr>
<td>Catering for Internal Clients</td>
<td>p. 12, Section 5c</td>
</tr>
<tr>
<td>Citations</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Communications Directors, Contact</td>
<td>p. 20, Section 6d</td>
</tr>
<tr>
<td>Consultation, Marketing</td>
<td>p. 7, Section 4c</td>
</tr>
<tr>
<td>Co-Sponsored Events, About</td>
<td>p. 16, Section 5e</td>
</tr>
<tr>
<td>Co-Sponsored Events, Guidelines and Policies</td>
<td>p. 16, Section 5e</td>
</tr>
<tr>
<td>Creating New Projects</td>
<td>p. 7, Section 4c</td>
</tr>
<tr>
<td>Creating New Projects, Process</td>
<td>p. 6, Section 4c</td>
</tr>
<tr>
<td>Creative Brief Form</td>
<td>p. 7, Section 4c</td>
</tr>
<tr>
<td>Deadlines</td>
<td>p. 2, Section 2</td>
</tr>
<tr>
<td>Digital Posters</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Editorial Review</td>
<td>p. 7, Section 4c</td>
</tr>
<tr>
<td>Educational Media (Ed Media), External Client Events</td>
<td>p. 15, Section 5d</td>
</tr>
<tr>
<td>Educational Media (Ed Media), Internal Clients Events</td>
<td>p. 12, Section 5c</td>
</tr>
<tr>
<td>E-mail Blasts</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>E-mail Blasts Guidelines</td>
<td>p. 9, Section 4g</td>
</tr>
<tr>
<td>Emergency Communications</td>
<td>p. 26, Section 7</td>
</tr>
<tr>
<td>Envelopes</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Event Forms and Documents for Co-Sponsors</td>
<td>p. 17, Section 5e</td>
</tr>
<tr>
<td>Event Requests, Co-Sponsors</td>
<td>p. 16, Section 5e</td>
</tr>
<tr>
<td>Event Requests, External Clients</td>
<td>p. 14, Section 5d</td>
</tr>
<tr>
<td>Event Requests, Internal Clients</td>
<td>p. 11, Section 5c</td>
</tr>
<tr>
<td>E-vites</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>External Client Events, Costs and Charges</td>
<td>p. 14, Section 5d</td>
</tr>
<tr>
<td>External Media Tips</td>
<td>p. 19, Section 6c</td>
</tr>
<tr>
<td>External Publicity</td>
<td>p. 23, Section 6g</td>
</tr>
<tr>
<td>External Publicity, About</td>
<td>p. 23, Section 6g</td>
</tr>
<tr>
<td>External Publicity Expectations</td>
<td>p. 25, Section 6g</td>
</tr>
<tr>
<td>External Publicity News Value</td>
<td>p. 24, Section 6g</td>
</tr>
<tr>
<td>External Publicity Process</td>
<td>p. 24, Section 6g</td>
</tr>
<tr>
<td>FAQs and Contacts</td>
<td>p. 2, Section 2</td>
</tr>
<tr>
<td>---------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Feedback</td>
<td>p. 2, Section 2</td>
</tr>
<tr>
<td>Facebook</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Flickr</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Instagram</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Internal Publicity</td>
<td>p. 9, Section 4g</td>
</tr>
<tr>
<td>Interview Requests</td>
<td>p. 18, Section 6c</td>
</tr>
<tr>
<td>Letters to the Editor</td>
<td>p. 22, Section 6f</td>
</tr>
<tr>
<td>Letters to the Editor, Tips</td>
<td>p. 22, Section 6f</td>
</tr>
<tr>
<td>Letter to the Editor, Example</td>
<td>p. 23, Section 6f</td>
</tr>
<tr>
<td>Liability Insurance, External Client Events</td>
<td>p. 15, Section 5d</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Logos</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Marketing and Communications, About</td>
<td>p. 5, Section 4</td>
</tr>
<tr>
<td>Marketing and Communications Deadlines</td>
<td>p. 7, Section 4c</td>
</tr>
<tr>
<td>Marketing and Communications Guidelines and Policies</td>
<td>p. 5, Section 4a</td>
</tr>
<tr>
<td>Marketing and Communications Help</td>
<td>p. 9, Section 4h</td>
</tr>
<tr>
<td>Marketing and Communications' Services and Projects</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Marketing Consultation</td>
<td>p. 7, Section 4c</td>
</tr>
<tr>
<td>Marketing for Internal Events</td>
<td>p. 13, Section 5c</td>
</tr>
<tr>
<td>Media Relations’ Guidelines and Policies</td>
<td>p. 18, Section 6a</td>
</tr>
<tr>
<td>Media Relations’ Services</td>
<td>p. 18, Section 6b</td>
</tr>
<tr>
<td>MyPace Portal</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Newsletter</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>News Bureau</td>
<td>p. 9, Section 4g</td>
</tr>
<tr>
<td>Op-Eds</td>
<td>p. 20, Section 6e</td>
</tr>
<tr>
<td>Op-Eds Tips</td>
<td>p. 21, Section 6e</td>
</tr>
<tr>
<td>Opportunitas</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Pace Magazine</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Parking in New York City</td>
<td>p. 15, Section 5d</td>
</tr>
<tr>
<td>Parking in Westchester</td>
<td>p. 15, Section 5d</td>
</tr>
<tr>
<td>Photographer</td>
<td>p. 8, Section 4e</td>
</tr>
<tr>
<td>Photographer, Hiring</td>
<td>p. 8, Section 4e</td>
</tr>
<tr>
<td>Photography</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Photo Requests</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Pinterest</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Postcards</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Posters</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Printing Costs</td>
<td>p. 9, Section 4f</td>
</tr>
<tr>
<td>Printing</td>
<td>p. 8, Section 4f</td>
</tr>
<tr>
<td>Programs</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Project Initiation Form</td>
<td>p. 7, Section 4c</td>
</tr>
<tr>
<td>Projects, Create New</td>
<td>p. 6, Section 4c</td>
</tr>
<tr>
<td>Publishing Books</td>
<td>p. 19, Section 6d</td>
</tr>
<tr>
<td>Publishing Studies</td>
<td>p. 19, Section 6d</td>
</tr>
<tr>
<td>Requesting Photograph Copies</td>
<td>p. 8, Section 4e</td>
</tr>
<tr>
<td>Reprint Requests</td>
<td>p. 7, Section 4d</td>
</tr>
<tr>
<td>SDACA/SDCA</td>
<td>p. 11, Section 5b</td>
</tr>
<tr>
<td>Topic</td>
<td>Page and Section</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Scheduling Academic Classes</td>
<td>p. 11, Section 5b</td>
</tr>
<tr>
<td>Security, External Clients’ Events</td>
<td>p. 15, Section 5d</td>
</tr>
<tr>
<td>Security, Internal Clients’ Events</td>
<td>p. 13, Section 5c</td>
</tr>
<tr>
<td>Signs for External Clients’ Events</td>
<td>p. 15, Section 5d</td>
</tr>
<tr>
<td>Signs for Internal Events</td>
<td>p. 13, Section 5c</td>
</tr>
<tr>
<td>Social Media</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Social Media Guidelines</td>
<td>p. 9, Section 4g</td>
</tr>
<tr>
<td>Spaces for Special Event</td>
<td>p. 11, Section 5b</td>
</tr>
<tr>
<td>Special Events, About</td>
<td>p. 10, Section 5</td>
</tr>
<tr>
<td>Special Events, External Clients</td>
<td>p. 14, Section 5d</td>
</tr>
<tr>
<td>Special Events’ Guidelines and Policies, External Clients</td>
<td>p. 10, Section 5a</td>
</tr>
<tr>
<td>Special Events’ Guidelines and Policies, Internal Clients</td>
<td>p. 10, Section 5a</td>
</tr>
<tr>
<td>Special Events’ Services</td>
<td>p. 10, Section 5b</td>
</tr>
<tr>
<td>Student Development and Campus Activities (SDCA)</td>
<td>p. 11, Section 5b</td>
</tr>
<tr>
<td>Special Events</td>
<td>p. 10, Section 5</td>
</tr>
<tr>
<td>The Pace Parent</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>The Pulse</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Tumblr</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Twitter</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Updating Projects</td>
<td>p. 7, Section 4d</td>
</tr>
<tr>
<td><strong><a href="mailto:URnews@pace.edu">URnews@pace.edu</a></strong></td>
<td>p. 9, Section 4g</td>
</tr>
<tr>
<td>University Relations, About</td>
<td>p. 2, Section 1</td>
</tr>
<tr>
<td>University Relations, Contact</td>
<td>p. 27, Section 8</td>
</tr>
<tr>
<td>Video Conferences</td>
<td>p. 11, Section 5b</td>
</tr>
<tr>
<td>Videos</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Vine</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>Web</td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td><strong><a href="http://www.pace.edu">www.pace.edu</a></strong></td>
<td>p. 6, Section 4b</td>
</tr>
<tr>
<td>YouTube</td>
<td>p. 6, Section 4b</td>
</tr>
</tbody>
</table>