



UNIVERSITY OF
SOUTH CAROLINA

Effective Communications & Working with Media



Peggy Binette

Associate Director of Public Relations

UofSC Communications & Public Affairs

- public and media relations
- internal writers group
- creative and printing services
- marketing
- web and digital communications



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What's in a name?

- Public relations
- Media relations
- Strategic communications





- **Core messages** (academics, service, leadership)
- **Measurable goals** (recruitment, participation, philanthropy, mentoring)
- **Audiences** primary (members, potential members, alumni) and secondary (campus, community)



Communication Vehicles Audit

Owned	website, social media, listserv
Earned	campus and media (TDG, Sunday eve e-news, digital boards, Free Times)
Paid	advertising \$



Editorial Calendar

Roadmap to success!

Date	Activity	Message	Goal	Audience	Vehicle
2/14	Blood Drive	Service	Participation	Members	e-news, social
3/21	Former prez story	Leadership	Mentoring	Alumni	F/S org magazine



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Media Relations 101

- Be positive
- Be informed
- Be relevant
- Be professional
- Be selective
- Be aware



News Writing 101

- ABCs of good writing
- News releases, feature stories, media advisories
- Inverted pyramid structure for news releases
- Says and said only for quotes
- Associated Press style
- Boilerplate



Conflict and Crisis

- Greek life's heightened media attention
- University and Greek Life staff are allies
- Conflict resolution
- Crisis: danger vs. reputation
- Media contacts you:
Greek Life & UofSC PR
- Conflict resolution:
Greek Life
- Danger:
UofSC Police, Greek Life, UofSC PR
- Reputation: Greek Life, then UofSC PR



UofSC Public Relations

Jeff Stensland – Crisis and conflict

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Resources

- Associated Press style
<https://www.apstylebook.com/>
@APStylebook #APstylechat
- UofSC marketing toolbox www.sc.edu/toolbox
- www.journalistresource.org
- Your fraternity/sorority national resources
- UofSC public/media relations team



As **Gamecocks**,
our community has
No Limits.



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