

Press Release Expectations and Categorization

What follows is a classification system for all Southeastern press releases. The purpose of creating this system is to establish expectations internally and externally for all press releases and remove as much arbitrary judgment as possible for what warrants a press release and what does not. Once a press release is categorized by the Marketing and Communications Office according to this standard, we will move forward with the set of expectations below in accordance with said categorization.

Press Releases are organized into Events and Announcements. Timing and expectations are listed in each press release category below. Timing indicates when a request must be submitted with all the info able to be provided before the actual event. Expectations indicates when the release will be completed. Please note that January-February and July-August, magazine articles for the Southeastern Magazine are underway. We ask that you submit your request and event/announcement info two weeks earlier than the original timing to ensure the release can be published in a timely manner. Otherwise, please know that a press release may take longer than normal to complete due to the higher volume of work at that time.

To view the Marketing and Communications style guide for writing, click [here](#). To submit a press release request, click [here](#).

Press Releases -- Events

Standards	Examples	Timing and Expectations	Photography and Design
Internal Events with an attendance of 250+	Convocation, Global Missions Week	Three Weeks' Notice; 1 Week to Publish	General Header and Flickr Album
*External Events with attendance of 500+	GO conference, 9Marks, Commencement	Three Weeks' Notice; 1-2 Weeks to Publish	General Header and Flickr Album
Involves donors or trustees	Giving Tuesday, Southeastern Classic, SES, fall and spring trustee meetings	Three Weeks' Notice; 1-2 Weeks to Publish	General Header and Flickr Album
Lecture Series	Adams Lecture Series, Page Lecture Series	Three Weeks' Notice; 1-2 Weeks to Publish	General Header and Flickr Album
Graduation Profiles	Stephen Stallard, Ramon Osorio, Moises Gomez	Three Weeks' Notice; 1-2 Weeks to Publish	Header and Possible In-Article Photo

Press Releases -- Announcements

Standards	Examples	Timing and Expectations	Photography and Design
New Degrees/Major Curriculum Changes	New class on "Calling" in College, MDiv reduced hours	Three Weeks' Notice; 1-2 Weeks to Publish	General Header
All Faculty Hires	Karen Swallow Prior	Three Weeks' Notice; 1-2 Weeks to Publish	Header w/photo and design
Major Initiatives	Who's Your One?	Three Weeks' Notice; 1-2 Weeks to Publish	Specially Designed Header
Partnerships	Knowing Faith, Fruitland, Brainerd Institute	Three Weeks' Month Notice; 1-2 Weeks to Publish	Header with logos for both orgs.
Initial Staff Hires (associate VP only)	Chris Thompson	Three Weeks' Notice; 1-2 Weeks to Publish	Header w/ photo and design
Highlighting underrepresented populations at Southeastern	Kingdom Diversity Link Conference, East Asian Family Conference, Christy Thornton promotion, Military Emphasis Week	Three Weeks' Notice; 1-2 Weeks to Publish	Header w/ photo and Flickr album if applicable
Professor Retirement (after 10 years or more)	Sheldon Alexander (2016)	Three Weeks' Notice; 1-2 Weeks to Publish	General Header with in-article headshot
Obituaries (at the discretion of the Cabinet)	Michael Travers, Mr. Eugene, Logan Carson, Gena Wilson	ASAP	General Header and In-Article Photo
Urgent PR Needs (usually handled by associate director and director)	Crisis Management (ex. COVID-19 updates, Clarification on Controversial Issues)	ASAP	General Southeastern Header

NOTE: All estimated publishing deadlines are the maximum time it should take the News and Information Specialist to produce news content.

Advance Needs

*For all internal and external conferences, please provide as much info as you can on speaker outlines/topics in order to ensure a faster turnaround time for publishing.

Social Media

- All press releases will be followed by three posts promoting the release over the span of six days on all platforms after a week of article's publish date
- Director hires and promotions do not receive press releases but will be shared on social media.