GUIDELINES FOR

MEDIA AND PUBLIC RELATIONS

AT THE BAUHAUS-UNIVERSITÄT WEIMAR

MEDIA AND PUBLIC RELATIONS AT THE BAUHAUS-UNIVERSITÄT WEIMAR

At the Bauhaus-Universität Weimar, scientists, students, and staff work on a variety of projects and research projects. They also organise events and colloquia and prepare academic publications. The results of these endeavours are valuable and relevant to various audiences.

To ensure that all information reaches the right target groups (»stakeholders«), a dedicated team at the Bauhaus-Universität Weimar specialises in informing media representatives and other interest groups about current events, achievements, and developments at the Bauhaus-Universität Weimar.

The Media, News, and Communications Team works closely together with the public relations representatives in the four faculties of the university.

UNIVERSITY COMMUNICATIONS/MEDIA, NEWS, AND COMMUNICATIONS TEAM

Claudia Weinreich · Press Officer · Team Leader
Luise Ziegler · Media Relations
Marit Haferkamp · Web and Social Media Editor

::: Primary contacts for media enquiries to the university and the Presidential Board
::: Information management for media and public relations, including social media channels and the university website under »News« (in particular the Bauhaus.Journal Online and the home page sliders)
::: Strategic and conceptual coordination of interdisciplinary, university-wide communication projects
::: Support for university members on all media and public relations questions, concept development, corporate communication standards, and their implementation
::: E-mail: presse@uni-weimar.de
www.uni-weimar.de/newsroom

PUBLIC RELATIONS IN THE INDIVIDUAL FACULTIES

Gabriela Oroz · Faculty Marketing Manager · Faculty of Architecture and Urbanism
Dana Höftmann · Press and Public Relations · Faculty of Civil and Environmental Engineering
Romy Weinhold · Press and Public Relations · Faculty of Art and Design
Marie Kohlschreiber · Research Communication and Public Relations Representative · Faculty of Media
Tina Meinhardt · Research Communication and Public Relations Representative · Faculty of Media

WHAT TO DO WHEN YOU WANT TO PUBLISH INFORMATION?

ANSWER THE FOLLOWING TWO QUESTIONS:

1) What is the purpose and goal of publishing this information?

Examples:

::: Do you want to invite the general public to a vernissage?
::: Do you want to inform as many specialists as possible about an academic conference?
::: Are you starting a third-party funded project with numerous cooperation partners soon? And do you want to communicate this to the specialist community and the public?

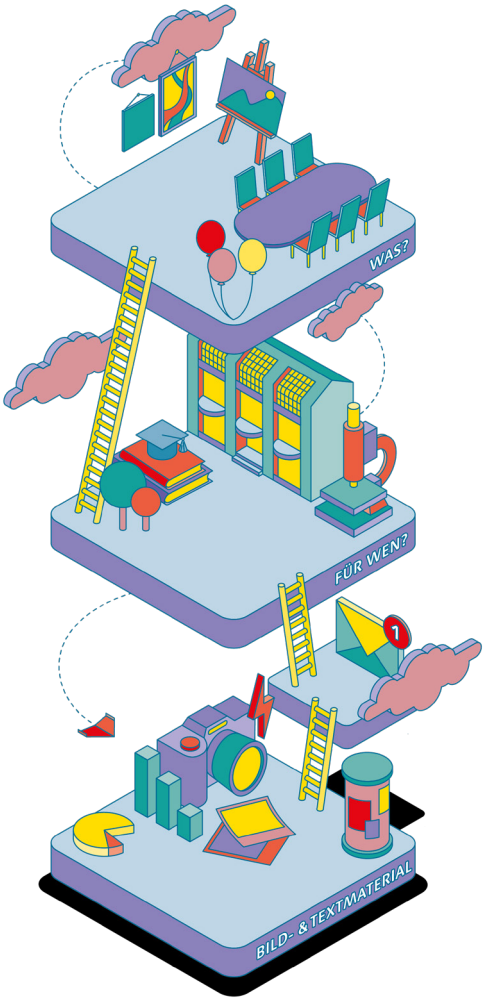
Answering these questions is important because it allows us to categorise texts and adapt them to the intended audience. These answers also help us to determine the appropriate distribution channels to make sure your information reaches the target media outlets and audiences.

2) Who exactly is my target audience?

When considering who your target audience is, it's important to consider whether this group is within or outside the university. The two groups may overlap, but there should always be a primary focus group

Examples:

::: Do you want to reach colleagues and students within your faculty or do you want to reach the entire university?
::: Is this information intended for a very large audience?
::: Is the information more relevant to a specialist or professional community?



WE COMMUNICATE WITH THE LOCAL PUBLIC IN A DIFFERENT STYLE THAN WITH A SPECIALIST COMMUNITY.

TARGET AUDIENCE CHECKLIST

Internal Audiences

- ○ Colleagues within your faculty or subject area
- ○ General university community
- ○ Students
- ○ Other groups

External Audiences

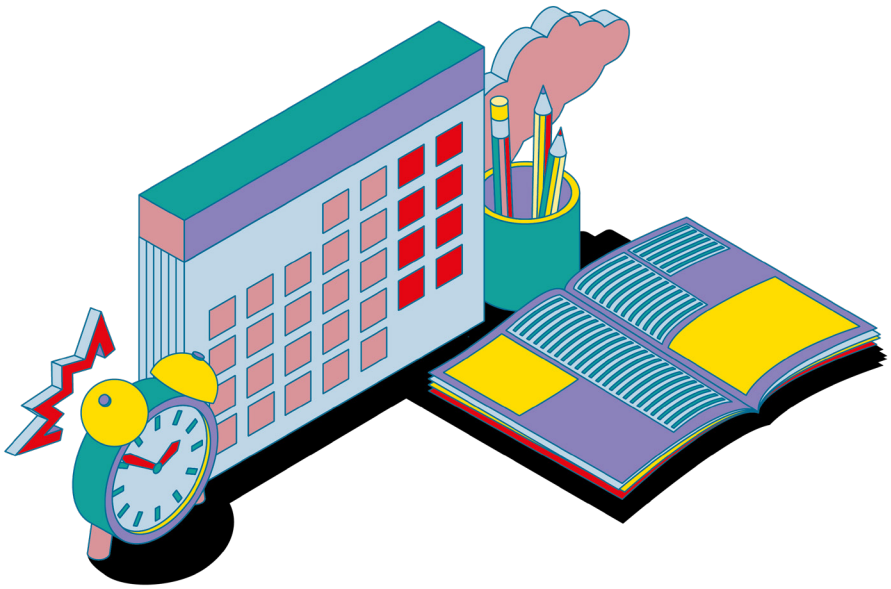
- ○ Specialist or professional audience / art or scientific community
- ○ General public
- ○ Local / regional / national / international
- ○ Other groups

THE MORE PRECISELY YOU CAN DEFINE YOUR TARGET AUDIENCE, THE MORE FOCUSSED AND EFFECTIVE WE CAN BE IN DISTRIBUTING YOUR INFORMATION THROUGH THE APPROPRIATE CHANNELS.

Once you've answered these questions for yourself, it's the perfect time to start your project. Please contact the colleague responsible for your faculty or reach out directly to the News Team. We work closely with one another and are happy to offer you advice. The best time to contact us depends on a few factors.

HOW MUCH LEAD TIME DO MEDIA AND PUBLIC RELATIONS REQUIRE?

In general, the following applies: The earlier we know about your project or initiative, the sooner we can support you with its publication or long-term media and public relations work. Generally speaking, larger research projects take about one year, while a single piece of information leading up to an event or the beginning of a project needs two to three months. This is the time required, for example, to reach printed specialist journals. Daily media, such as that in the the Mitteldeutschen Rundfunk's »Thüringen Journal«, requires two to three weeks to publish a piece. There are also several approved channels within the university and potential cooperation partners who need to be taken into account and also take time.



PREP TIME CHECKLIST

Time Required to Publish Information on Events, Project Kick-Offs, Conferences, etc.

○	1 Year	For a comprehensive, wide-ranging PR concept
○	2 to 3 Months	To reach professional journals and media
○	2 Weeks	To reach daily and online media

WHAT MATERIALS DO WE NEED TO CIRCULATE YOUR INFORMATION?

TEXT FOUNDATION

Since you are the expert in your field, we can work most effectively if you provide us with a first draft. The best way to do this is to summarise one of your project texts so that we can quickly grasp the content. Make sure to write short sentences that are easily understandable. Avoid technical jargon and foreign terms where possible, or briefly explain them if they cannot be avoided. This text should not exceed two A4 pages.

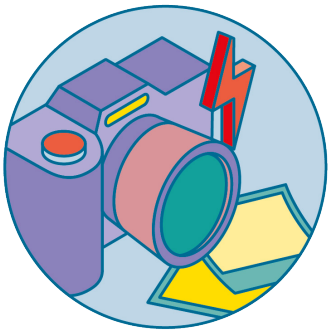
For writing news and media information, make sure to answer the following WH-questions:

::: Who?
::: What?
::: Where?
::: How?
::: When?
::: Why?

Additional notes and tips on how to formulate media information texts can be found at:
www.uni-weimar.de/medieninformationen-schreiben

Be sure to include the names of those responsible within your project and communication channels in case of questions. Cooperation partners, sponsors, additional participants, and any other relevant credits must also be included.

PHOTOS AND IMAGES



Images, photos, graphics, and videos help illustrate your subject and generate interest. Meaningful visual material is now essential for quality public relations. Most projects already have visual material; if yours does not, we are happy to search our image database for an appropriate image that illustrates your project's connection with the Bauhaus-Universität Weimar.

Be sure to provide us with any graphics, photos, posters, and logos in the highest possible resolution (ideally 300 dpi). The authors of the visual material must be credited. All individuals depicted must consent to the publication. If works of art, architecture, design, etc. are depicted in your material, be sure to comply with any copyright and authorisation rights.

Videos are made available by the Bauhaus-Universität Weimar via the »Vimeo« platform. You can share videos via the university's Vimeo channel in compliance with data protection regulations. We avoid using Youtube for videos.

WE ARE HAPPY TO PROVIDE ADVICE ON IMAGE RIGHTS.

MATERIALS CHECK LIST

○ Text Base	Descriptive, basic, preferably newsworthy text on one to two A4 pages
○ Images	Graphics, photos, posters, logos, etc. in printable, high resolution format, videos (if applicable), names of authors, consent for the reproduction and depiction of published content (people, objects, buildings) must be obtained
○ Responsible Contacts	Responsible contact persons within the Bauhaus-Universität Weimar, cooperation partners, sponsors, other participants, and other credits
○ Deadlines	Deadlines for announcements, organisational schedules, etc.

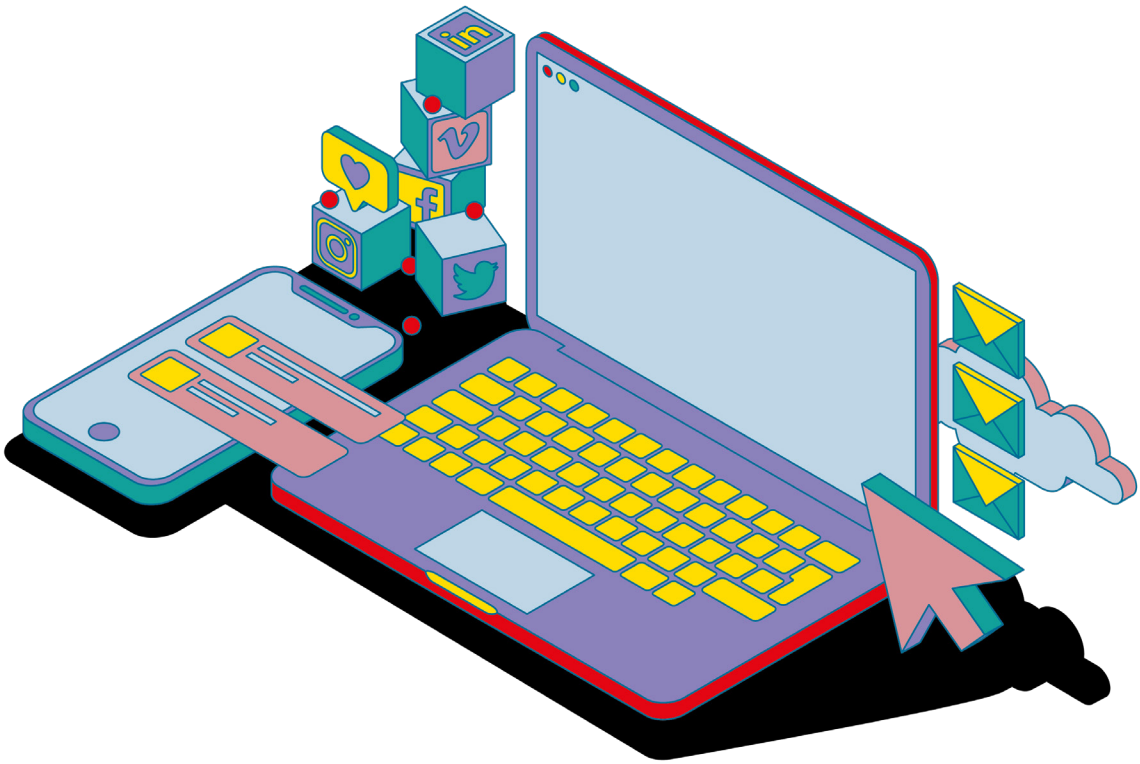
WHAT HAPPENS AFTER YOU HAVE CONTACTED US AND SENT IN YOUR CONTENT?

Once you have sent us the material, we decide - either bilaterally or as a team, depending on responsibilities - through which channels the information can best be disseminated and determine a publication and distribution schedule. Since we usually handle multiple topics and projects simultaneously, good timing is critical to ensure a consistent flow of information.

We then prepare the text linguistically, grammatically, and orthographically, giving it a uniform finish (in accordance with our corporate language guidelines) and adjust headlines and subheadings if necessary. Once we have a draft ready for publication, we send it back to you for final approval, allowing you to correct any final content errors. As soon as you give us the green light, the information can be published in accordance with the agreed upon schedule or sent out as media information.

WHAT NEEDS TO BE CONSIDERED AFTER PUBLICATION?

Once we have sent out a media release, editors often take notice and may have follow-up questions about details or background information. This means that the contact person you have named should be available so that we can communicate with them.



WHICH COMMUNICATION CHANNELS ARE AVAILABLE AT THE UNIVERSITY?

MEDIA INFORMATION / MEDIA DISTRIBUTION LISTS

Media releases are distributed via thematically organised media distribution lists, which are updated on a regular basis. These act as a link between the Bauhaus-Universität Weimar as an institution and journalists who edit this information for their audiences.
www.uni-weimar.de/medieninformationen

You can subscribe to our media releases by joining our mailing list at:
www.uni-weimar.de/medienverteiler

INFORMATIONSDIENST WISSENSCHAFT (scientific information service)

The »Informationsdienst Wissenschaft« (scientific information service) (idw) is a news outlet for the latest in science and research, and connects academia and the public. The online-based portal publishes news and event information from its member institutions and sends them to over 9,000 journalists and other subscribers. www.idw-online.de

SOCIAL MEDIA CHANNELS

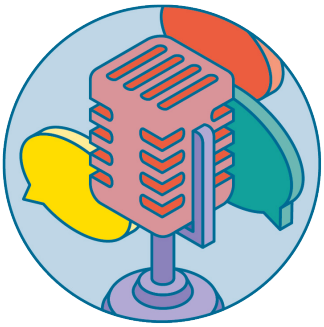
The following social media channels are editorially managed by the Bauhaus-Universität Weimar News Team: www.uni-weimar.de/socialmedia

::: **Instagram** www.instagram.com/bauhaus_uni
::: **LinkedIn** www.linkedin.com/school/bauhausuni
::: **Vimeo** https://vimeo.com/uniweimar

Depending on the relevance and target audience, we editorially prepare and post university news on these individual channels. We are happy to advise you if you wish to publicise an event or information or connect via these channels.

WEBSITE CHANNELS www.uni-weimar.de

ONLINE-JOURNAL
The Bauhaus Online Journal is the Bauhaus-Universität Weimar's digital magazine, where articles and contributions from the university are published on a regular basis. In addition to media information, the Journal features individual articles, image galleries, associated news, calendar entries, and media clips. The target audience is university members, but it is publicly accessible.
www.uni-weimar.de/bauhausjournal-online



HOMEPAGE SLIDER
The homepage sliders provide updates on outstanding news, projects, event announcements, and personalia. The sliders link directly to related content in the Online Journal.
www.uni-weimar.de

ONLINE CALENDAR
The online calendar allows you to announce events relevant to both university members and other interested groups. Under »Neuen Termin eintragen« (add a new event), you can easily input event details. After a brief review, the event will be published.
www.uni-weimar.de/kalender

HOMEPAGE BANNER
Banners can be published in the footer area of the homepage to highlight a university-related event or occasion. The banners run on a rotating loop.
www.uni-weimar.de/bannerwerbung

MESSAGE BOARDS
The university's digital message boards function like a traditional »notice board«. The boards allow you to reach a broad university audience and categorise your content accordingly.
www.uni-weimar.de/pinnwand

FACULTY HOMEPAGES
Public relations for the individual faculties are managed by the aforementioned colleagues. They are responsible for maintaining the faculty homepages where faculty-specific information is published.

FACULTY-SPECIFIC E-MAIL DISTRIBUTION LISTS

Information intended for specific groups within the university is best shared using the relevant e-mail distribution list for the respective departments or faculties. This ensures that your message reaches its intended audience.

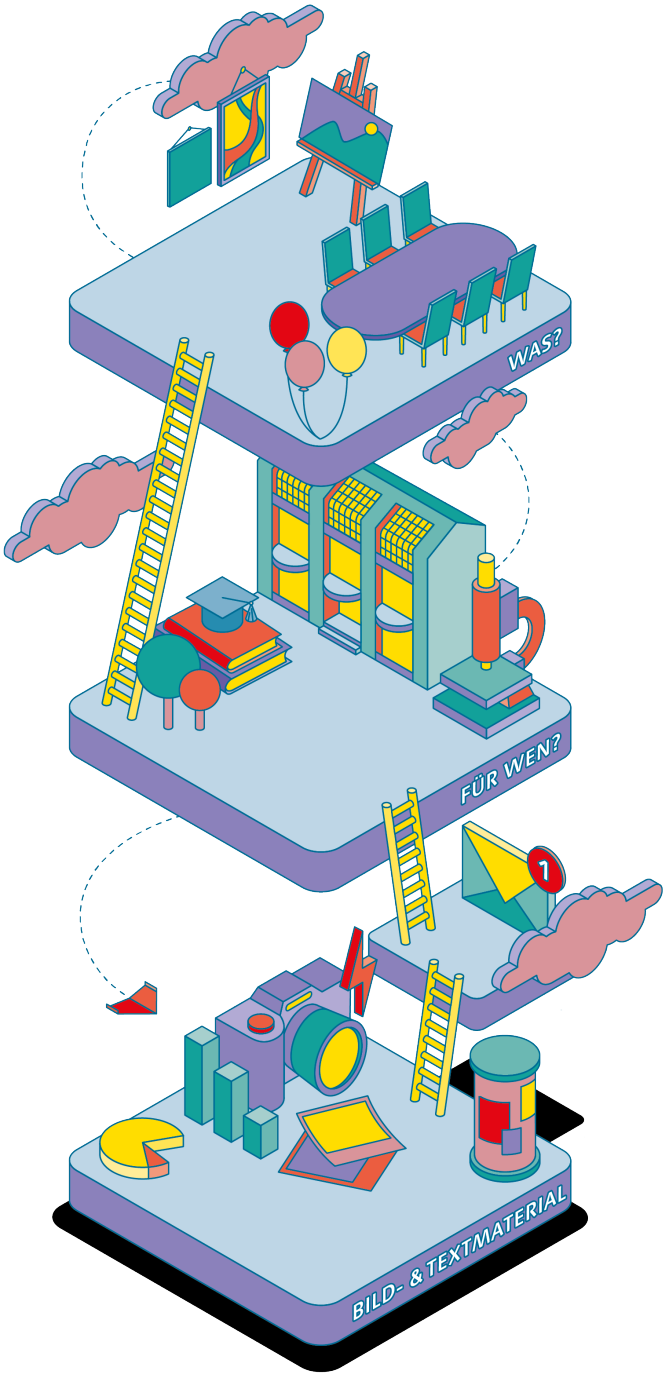
CAN MEDIA RELEASES BE TRANSLATED INTO ENGLISH?

Selected Bauhaus-Universität Weimar news is translated into English and made available on our English websites. The decision to translate depends on whether the content is relevant for an international audience. Please contact us for more information. This also applies to distributing media information to an English distribution list, which we can manage for you via the »Informationsdienst Wissenschaft« (scientific information service).

WE ARE HERE TO ADVISE YOU

Media and public relations at the Bauhaus-Universität Weimar is diverse and based on a coordinated publication concept. With our years of experience, we can help you find the right approach and the best publication formats for your information. We are happy to provide advice on media and public relations, corporate communication standards, and communication skills. Get in touch with us!

www.uni-weimar.de/newsroom



Concept and Text: Claudia Weinreich in cooperation with public relations colleagues :::
Design: Cissy Hecht, UK ::: **Illustrations:** Nina Krug