

Office of Marketing and Communications

OUR MISSION

To advance the brand, message, and reputation of the College of IST by strategically communicating the impact of its programs, research, education, and outreach.

OUR AUDIENCES

- » External media outlets and their audiences
- » Internal and external colleagues
- » University community
- » Alumni and friends
- » Donors
- » Current students
- » Current faculty and staff
- » Prospective faculty and staff
- » Prospective students and their families
- » Parents

WORK WITH US

We are committed to promoting impactful academic and research news and human-interest stories from the college to a wider audience. While we manage the marketing work, our goal is to build and maintain a equal partnership with you to ensure news of your work is disseminated clearly, quickly, and accurately.

PROMOTE YOUR WORK

If you have a paper that has been accepted by an academic journal or work that will be presented at an upcoming conference, or if you're planning to publish or have recently published a book, let us know. We will review the material and determine the best channels on which to promote your work. Possibilities include an article published on Penn State News and IST news channels, social media promotion, or a news release distributed to external media. If your work is featured or you're quoted as an expert in another publication, let us know and we'll amplify it through our channels.

TIMING AND CONFIDENTIALITY

We understand that publication timelines are important and that some publications may be embargoed, but it's never too early to reach out to us about your work. In fact, the earlier the better. We will work with you to create the promotional material prior to the publication date of your research to ensure there is little to no lag time for promotion once your pieces are published and that it is placed accordingly on our editorial calendar. We will never move forward on any promotion without your approval.

SHARE YOUR EXPERTISE

You may be sought out by journalists—directly or through our office—for expert insight, analysis, and commentary. Our team can connect you as an expert with journalists making these requests. We can also help you pitch an idea that connects your research to a timely topic through [The Conversation](#), a central media

distributor with researcher-written articles for general audiences that are republished by news outlets around the world.

BE MEDIA FRIENDLY

Being media friendly means being responsive, prepared, and able to translate complex topics for a general audience. We can help you prepare for interactions with reporters by sharing best practices and helping you understand what you can (e.g. ask for sample questions) and can't (e.g. ask to read the story before it's published) do. Note that journalists work on tight deadlines to publish a story, usually only a matter of hours. If you don't respond quickly, they'll likely move on to another expert. If you are asked to comment on institutional issues, the reporter should always be referred to the college's Office of Marketing and Communications.

HAVE A NOSE FOR NEWS

While our team does our best to stay informed of all happenings at the college, we can't promote what we don't know. We encourage you to share newsworthy ideas with us that you learn about in your daily interactions. Ideas include news of remarkable students or colleagues, successful alumni, interesting class or extracurricular projects, and unique careers and internships. Please share your idea with us before connecting with the subject, as we will determine if the story meets editorial guidelines set by the Penn State Office of Strategic Communications and the appropriate placement for the story.

MEDIA CHANNELS

IST CHANNELS

Website: ist.psu.edu

IST News: headlines.psu.edu

iConnect magazine: ist.psu.edu/iconnect

- Printed and mailed to IST alumni, donors and friends

Bi-monthly Alumni e-Newsletter

SOCIAL MEDIA

Facebook: facebook.com/ISTatPENNSTATE

Twitter: [@ISTatPENNSTATE](https://twitter.com/ISTatPENNSTATE)

Instagram: [@ISTatPENNSTATE](https://www.instagram.com/ISTatPENNSTATE)

LinkedIn: [Penn State College of Information Sciences and Technology](https://www.linkedin.com/company/Penn%20State%20College%20of%20Information%20Sciences%20and%20Technology)

PENN STATE CHANNELS

Penn State News: psu.edu/news

- Includes the Penn State Today and Penn State Research email distributions

Penn Stater Magazine: pennstatermag.com

Research Penn State Magazine: research.psu.edu/magazine

Unit-specific media

MARKETING AND PROMOTIONAL SUPPORT

To request promotional support for upcoming speakers and research-related events, or to access University and college marketing assets such as logos, Powerpoint templates, and images, please contact webmarcom@ist.psu.edu.

GET IN TOUCH WITH US

Send news tips and project requests to: webmarcom@ist.psu.edu

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