

## Public Relations Guide

The Critical Factors, which are part of the Saint Mary's College Brand Identity, guide the Director of Media Relations when pitching story ideas to the media. The Critical Factors are the College's strengths and what Saint Mary's prospects and their parents are looking for in a college. Please refer to these when considering whether to submit your story idea to the Director of Media Relations. The Critical Factors are:

- ❖ Excellent majors
- ❖ Faculty as teachers and mentors
- ❖ Career preparation
- ❖ Academic reputation of the College

Events (lectures, conferences, performances) that are held at the College are often newsworthy and speak to the academic reputation of the college.

Here are other things to consider when determining a viable story idea. Is your story idea:

- ❖ Timely?
- ❖ Part of a trend?
- ❖ A matter of public interest (affects/ involves a large number of people)?
- ❖ A human interest story?

If you have a story idea or event that you think the Director of Media Relations needs to know about, please go to <http://www3.saintmarys.edu/marcomsap1> and click on **PR Request**.