News stories provide information about a timely happening, event or update to the Seton Hall community.

News stories are:

• Shared throughout the SHU.edu website
• Included in weekly communications, such as Inside the Hall
• Written in inverted pyramid style – with the most important information at the top
• Focused on the who, what, when, where, why and how of the news
• Promoted on Seton Hall's main social media platforms and in other community emails, as appropriate
What Do I Need for a News Story?

1. **Page title** – *main headline for the announcement page*
2. **Byline** – *author(s) of the article*
3. **Article** – *written in inverted pyramid style and adhere to the University Style Guide*
4. **Image(s)** – *at least one image; captions optional*
5. **Contact information** – *the point person to whom readers can contact for additional questions*

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**Seton Hall University Receives $500,000 Gift from President Joseph E. Nyre and Mrs. Kelli Nyre**

*Tuesday, February 15, 2022*

By Ruth A Zamoya and Michael Ricciardelli

Seton Hall University has announced a $500,000 gift from its President, Joseph E. Nyre, Ph.D., and his wife, Mrs. Kelli Nyre. The gift will underwrite scholarships for students and innovative research and instructional activities of faculty.

"We are blessed to have a President and First Lady who are committed advocates for college affordability and faculty support," said Kevin H. MacNamara, Seton Hall University Board of Regents. "The Nyers stand by their commitment to the university and its mission.

For more information about supporting Seton Hall students and faculty and other University priorities, you may contact University Advancement at advancement@shu.edu. (973) 758-9300.

Categories: Education, Faith and Service

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Seton Hall University President Joseph E. Nyre, Ph.D., and Mrs. Kelli Nyre.

For more information, please contact:
Michael Ricciardelli
(973) 758-1562
michael.ricciardelli@shu.edu
What Do I Need for a News Story? — continued

6. Short Headline – short title (35 characters or less) that acts as the heading link on news indexes and homepages

7. Teaser – short description (100 characters or less) which appears next to or below the short headline.

But perhaps most importantly…

8. Time – publication to SHU.edu takes about 3-5 business days

All news stories must be published by Wednesday end-of-business-day in order to be considered for inclusion in the following Monday's Inside the Hall newsletter.
How Do I Get My Story in Inside the Hall?

Inside the Hall (ITH) is Seton Hall's weekly round-up of news stories and upcoming events happenings at the University, distributed on Monday mornings.

- A published news story or University Calendar event is required to have an event or initiative included in ITH.
- Stories must be published the Wednesday prior for consideration/inclusion in the following Monday's newsletter. Please plan appropriately.
- University Relations will review and select stories for any distribution and reserves the right to edit stories for clarity.
How I Write a Story? Writing Tips

• As you write, ask yourself:
  – **Who is the audience?** – know who you are writing to and think about what they need/want to know.
  – **What am I saying?** – stories are just one vehicle for the Seton Hall narrative. They highlight the opportunities, accomplishments, etc. the community without directly saying “Seton Hall is great!”
  – **How am I telling the story?** – news stories should be objective and credible. People tune out “promotional” speak – use third-party quotes to highlight details, descriptions, selling points of the news.

• Write in **inverted pyramid style**, placing the most important information at the top. Readers may only read the first few paragraphs.

• **Make sure each paragraph flows smoothly into the next** and try to end each story (whenever possible) with a boilerplate*

*See Appendix for more information*
How I Write a Story? (continued)

• **Not sure where to begin with your story? Start with research!** See if a similar article on the topic has been written in the past or search SHU.edu for keywords.

• **Include hyperlinks** to program pages, college and school index pages, faculty profiles, past articles, etc. when relevant.

• **Follow the University Style Guide**, a tool that provides guidelines and standards for communications that Seton Hall University generates.
  - Arranged in alphabetical order, it documents rules of grammar, style and consistency unique to Seton Hall and supersedes the AP Stylebook when there are differences between the two.

• While a story’s headline can be long, the **teaser headline and description should be a brief summary of the story**. It should answer the questions:
  - Why should I, as the reader, be interested in this story?
  - What information are you about to share with me that would grab my attention?

*See Appendix for more information*
Avoid These Common University Style Mistakes

• **Reserve the abbreviation Dr. for those who hold medical degrees,** not for people who hold a Ph.D., Ed.D., D.S.W., etc.
  ✓ Dr. Jonas Salk (not Dr. Jonas Salk, M.D.)
  ✓ Jose Lopez, Ph.D.

• **For professional titles,** capitalize the entire title when the title precedes the name. Do not capitalize the name of the title when it follows the name.
  ✓ Vice President Matthew Borowick
  ✓ Professor Sulie Chang
  ✓ Joe Guasconi, senior director of major gifts and gift planning
  ✓ President Emeritus Monsignor Robert Sheeran
Ready to Publish Your Story? Web Planners

- Visit our **Web Planners** page
- Select the News Story planner
- Login with your PirateNet credentials
- Complete the planner fields, uploading related materials (Word document, images, etc.)
- Click submit – *this will initiate a workflow with our web team. You will receive a confirmation email when the request is received and/or direct communications from a member of the web team as your request is processed.*

**Web Planners**

The following forms allow the campus community and constituents to request web communications, creative development and marketing projects.

- **News Story**
  - Calendar Event
  - Email (Campus, Alumni or Marketing)
  - Social Media Publishing
  - Standard Webpage (New or Update)
  - Shortened / Encoded Link
  - Seton Hall Site Promotion
  - Flickr Upload
  - University Policy (New or Update)
- **Faculty Profile (New or Update)**
- **Faculty Accomplishment**
- **Campaign Landing Page**
- **Online Advertising**
- **Video Submission**
- **Print Advertising**
- **Photography Request**
- **Web Document Upload**

Most of these forms initiate a workflow for us when requests are received and/or direct communications are processed. To submit a request, please send a detailed email to **web@shu.edu**.

The time taken to process and complete any development project may vary. Please plan ahead and strategically to ensure your communications are timely and creative teams adhere to the following:

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**Display Page**

*All forms have a default form that allows you to submit your content. Below, enter your completed form details.*

- **Page Title:**

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
</tr>
</thead>
</table>

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What great minds can do.
Questions? We’re Here to Help!

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Appendix
Resources


• **Campus News Index** – https://www.shu.edu/news/index.cfm
  – Looking for news story examples? Visit this page for article ideas, formatting or positioning. Or, use the search bar on the main Seton Hall website with keywords on the topic you are writing.

• **Web Planners** – https://www.shu.edu/web/planners.cfm
Definitions

- **Boilerplate** – a paragraph with general information about the school/college or center/institute that is the focus of the story