

## Around the O puts on a new face to better tell the UO story



February 22, 2016 · 12:18pm [Congratulate](#) [Twitter](#) [Facebook](#)

A message from University Communications Vice President Kyle Henley:

I'm pleased to introduce a new design for Around the O. This fresh take on the University of Oregon's digital news platform puts a premium on visual storytelling and demonstrates the impact of our faculty, staff and students' work in UO research labs and classrooms.

The new platform was developed internally by staff in the Division of University Communications, with a focus on using a contemporary mix of photography, video, graphics and words to tell high-impact stories about the achievements of the UO community. It is optimized for social media, showcases our latest videos and gives us a powerful new platform to share stories that define what it means to be a Duck.

It's also designed to be flexible, serving external audiences — alumni, donors, parents, prospective students, the media and more — as well as providing specific information that both UO students and faculty and staff need to be successful. The new design presents all of the UO latest news on a single page, organized into sections that reflect the life and mission of the university:

- **Academics & Research** spotlights our best stories about UO's core mission of education and discovery. We're working collaboratively with units, schools and colleges across campus as never before to uncover these stories and to share them broadly in a rich and engaging format.
- **Campus News** covers important information that affects the UO — whether it's the latest news from Johnson Hall, a gift that amplifies our reach or details about state and federal issues that affect the university.
- The **Student Life** section, managed in collaboration with the Division of Student Life, is designed as a clearinghouse for information that's important to undergraduate and graduate students.
- The **Workplace** section demonstrates our renewed focus on internal communications, keeping UO faculty and staff up to date on important HR, academic affairs, policy and job-related news — everything from parking and construction to trainings and benefits info.
- **In The News** tracks the worldwide media attention focused on the University of Oregon.

Stories are arranged chronologically in each section, and clicking on a section banner provides the viewer with the latest of stories in that section. The main page prominently features links to our Oregon Experts and For Journalists web resources that help us connect the media to all the expertise and knowledge the UO has to offer.

The page also includes a feature box highlighting the university's best social media and the latest news on the ongoing \$2 billion fundraising campaign. Finally, a calendar box shows the latest happenings covered in Around the O with a link to the main campus events calendar.

All of the past Around the O content will remain on the site, and a robust search function means you'll be able to quickly find past stories. In the coming months, we will update our email strategy related to Around the O, with the goal of reducing the volume of emails that are sent across campus by aggregating content for specific audiences — external, students, and faculty and staff. Look for some of those changes to roll out later this spring.

I'd just emphasize that this is an interactive and iterative process. We're constantly looking for ways to get better and to serve campus, and I'd welcome input and suggestions for ways we can continue to improve Around the O. Don't hesitate to drop me a line.

The UO has amazing stories to tell, and University Communications is committed to working with partners across campus to share those stories with the world. Advances in communication technology have given us the UO has amazing stories to tell, and University Communications is committed to working with partners across campus to share those stories with the world. Advances in communication technology have given us Around the O platform a huge opportunity to connect with important audiences in ways that rival traditional media outlets. When we couple our high-impact storytelling with social media, e-communications and other channels, our reach is limitless.

It's an honor to serve the University of Oregon community. Thanks and Go Ducks!

Kyle Henley  
Vice President, University Communications

### Campus News

#### CAMPUS NEWS

Quack Chats to feature unvarnished stories of Oregon veterans

Cascade: New Tykeson Hall will unite college and careers

Report: Knight Campus gains momentum, national attention

Tech Data founder gives \$5 million to boost 'overall excellence'

UO friends and supporters to rally for funding at state Capitol

All Campus News

#### WHAT'S HAPPENING

Feb 22 Meeting set on IT charter between Information Services, libraries

Feb 27 Law professor to discuss use of cellphone tracking devices

More Campus Events

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## Cascade: New Tykeson Hall Will Unite College And Careers



**QUACK CHATS** FEBRUARY 20 Quack Chats to feature unvarnished stories of Oregon veterans  
**360** FEBRUARY 11 New 360-degree videos capture UO game-day experience  
**FOOD** FEBRUARY 17 Food in focus at the Museum of Natural and Cultural History

### ACADEMICS & RESEARCH ALL STORIES +

- FOOD** FEBRUARY 17 Food in focus at the Museum of Natural and Cultural History
- TEEN** FEBRUARY 16 UO study suggests new approach for curbing teen drug use
- VISIONS** FEBRUARY 14 'Visions in famous inkblots are triggered by fractal patterns
- LIBRARIES** FEBRUARY 13 UO Libraries invites researchers to 'Love Your Data' this week

### CAMPUS NEWS ALL STORIES +

- QUACK CHATS** FEBRUARY 20 Quack Chats to feature unvarnished stories of Oregon veterans
- CASCADE** FEBRUARY 20 Cascade: New Tykeson Hall will unite college and careers
- REPORT** FEBRUARY 16 Report: Knight Campus gains momentum, national attention
- TECH** FEBRUARY 15 Tech Data founder gives \$5 million to boost 'overall excellence'

### VIDEO HIGHLIGHTS ALL STORIES +

- BLACK HISTORY** FEBRUARY 10 What Black History Month means to modern-day Ducks
- OUTDOOR** FEBRUARY 9 Outdoor Program shoots some hoops with ESPN's Bill Walton

### STUDENT LIFE ALL STORIES +

- UNIVERSITY** FEBRUARY 20 UO signs exchange agreement with the University of Latvia
- 360** FEBRUARY 17 New 360-degree videos capture UO game-day experience
- ETHICAL** FEBRUARY 14 Student competition seeks ethical investment proposals
- OUTDOOR** FEBRUARY 9 Outdoor Program shoots some hoops with ESPN's Bill Walton

### WORKPLACE ALL STORIES +

- HOP VALLEY** FEBRUARY 20 UO joins Hop Valley Brewing to raise money for food drive
- FULBRIGHT** FEBRUARY 20 Faculty have until Aug. 1 to apply for Fulbright grant funding
- MEETING** FEBRUARY 14 Meeting set on IT charter between Information Services, libraries
- INTERNATIONAL** FEBRUARY 14 International Affairs offers resource page on travel ban

### IN THE NEWS ALL STORIES +

- PORTLAND** FEBRUARY 20 Portland Business Journal spotlights new UO Portland building
- INDOOR** FEBRUARY 17 UO work on indoor bacteria featured on Mother Nature Network
- JOURNALISM** FEBRUARY 16 Journalism prof writes about Trump and facts in NYT op-ed
- REFUGEE** FEBRUARY 16 Grad student's video explores the life of a refugee family

### SOCIAL HIGHLIGHT

uoregon Follow

774 likes 5 comments  
 See what #blackhistorymonth means to current Ducks at around.uoregonedu/black-history-month  
 3 DAYS AGO

### WHAT'S HAPPENING

- Feb 22 Meeting set on IT charter between Information Services, libraries
- Feb 27 Law professor to discuss use of cellphone tracking devices
- More Campus Events

### CAMPAIGN SPOTLIGHT

Gift bolsters the vision for UO's Pine Mountain Observatory east of Bend

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## Academics and Research



### Food In Focus At The Museum Of Natural And Cultural History



February 16

#### UO study suggests new approach for curbing teen drug use

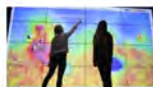
Researcher Atika Khurana says teens with weak working memory, poor impulse control and progressive drug use at risk for later addiction



February 14

#### Visions in famous inkblots are triggered by fractal patterns

Understanding how human vision was fooled on Rorschach's psychological test may help the UO's Richard Taylor design retinal implants



February 13

#### UO Libraries invites researchers to 'Love Your Data' this week

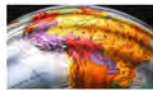
The annual social media event encourages good data management



February 10

#### UO-led analysis finds trepidation about Trump in Europe

SOJC doctoral student taps his Austria roots for a collaborative project



February 9

#### Grants offered for graduate research projects in Latin America

Tinker Grants are offered by the Center for Latino/a and Latin American Studies



February 3

#### UO lab follows an innovative course with campus mapping

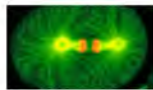
Campus GIS and Mapping is developing tools that give maps new dimensions



February 2

#### Allen Malony receives Fulbright Distinguished Chair award

The computer science professor will do research and collaborate in France



January 30

#### Never-give-up attitude pays off for research in UO lab

A fundamental advance in understanding cell division surfaces from a discovery made years ago



January 24

#### Medical researchers in Africa must learn from the past, prof finds

Informed consent is crucial to human research, says Melissa Graboyes

Informed consent is crucial to human research, says Melissa Graboyes



January 20

#### UO tests new device that finds sunshine on cloudy days

Researcher from Abu Dhabi taps UO solar lab to test new method to capture wider range of sunlight

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## ACADEMICS &amp; RESEARCH

School of Architecture and Allied Arts  
College of Arts and Sciences  
Lundquist College of Business  
College of Education  
Robert D. Clark Honors College  
School of Journalism and Communication  
School of Music and Dance  
School of Law  
UO Libraries  
Graduate School

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Gift bolsters the vision for UO's Pine Mountain Observatory east of Bend

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## Campus News



## Quack Chats To Feature Unvarnished Stories Of Oregon Veterans



February 20

### Cascade: New Tykeson Hall will unite college and careers

The building is designed from the ground up to align academic advising, career guidance and portfolio-building opportunities



February 16

### Report: Knight Campus gains momentum, national attention

Acting director Patrick Phillips updates the campus community on the initiative's progress



February 15

### Tech Data founder gives \$5 million to boost 'overall excellence'

Steve Raymund's gift creates the UO's first doctoral fellowship program



February 15

### UO friends and supporters to rally for funding at state Capitol

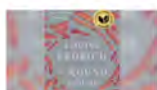
UO Day in Salem is a chance to take the case for a budget increase to legislators



February 14

### University of Chicago professor to discuss free speech challenges

Geoffrey Stone will discuss the balance between free speech and civility



February 14

### Common Reading Program reveals 2017-18 book choice

Undergraduate Studies will give 'The Round House' to all incoming first-year students



February 13

### Jayanth R. Banavar named provost and senior vice president

He comes to the UO from the University of Maryland, where he is a college dean and professor



February 13

### UO's Team Duckling joins science museum for Living Lab Day

The event at the Science Factory in Alton Baker Park happens Feb. 18



February 10

### President accepts advisory group's tuition recommendation

The panel's report calls for a 10.6 percent increase for resident students next year

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February 10

### The man behind the O featured in new Netflix series

Legendary Nike designer Tinker Hatfield, a UO grad, is among eight preeminent designers profiled.

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## In The News



February 17

**UO work on indoor bacteria featured on Mother Nature Network**

The story features work on the microbiology of indoor environments



February 16

**Journalism prof writes about Trump and facts in NYT op-ed**

Héctor Tobar says the president only gives up a falsehood when he feels he won



February 15

**Grad student's video explores the life of a refugee family**

Journalism student Zach Putnam interviewed a family now living in Beaverton



February 15

**Tim Duy says Fed should rethink balance sheet reductions**

Duy wrote an article for Bloomberg praising the approach of Fed member James Bullard



February 15

**Professor discusses honor killings at international conference**

Professor Anita Weiss was a panel member at the Karachi event



February 9

**Article looks at UO research producing images from brain scans**

Psychology professor Brice Kuhl and grad student Hongmi Lee are featured



February 9

**SOJC profs write about live-streaming in The Conversation**

Nicole Dahmen and Seth Lewis discuss the ethics of Facebook Live, Periscope



February 7

**UO researchers talk to Reuters about Tom Brady's longevity**

Mike Hahn and Jacob Hinkel-Lipsker said the QB looks good at 39



February 7

**Bill Walton shows his wacky side during UO campus visit**

In addition to calling the UO-Arizona game, Walton took a lighthearted tour of campus



February 6

**Media week: UO scholars in the news in the past week**

Writers across the country turn to UO experts each week for insight

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## Portland



### Law Professor To Discuss Use Of Cellphone Tracking Devices



WHITE BOX

FEB 21

**Intisar Abioto | The Black**  
12:00 p.m.  
White Box



FEB 21

**Job Search Group**  
12:00 p.m.  
White Stag Block



FEB 27

**Be Safe: Self-Defense and Safety Awareness Class**  
10:30 a.m.  
White Stag Block



January 31

#### New position expands student life support at UO Portland

Linda Favero will help with student life and career services



January 23

#### UO Portland to simulcast Ta-Nehisi Coates lecture, followed by panel discussion

For those unable to attend the Ta-Nehisi Coates lect.



January 9

#### Urban historians to explore the moments that shaped Portland

It's hard to imagine Portland without the Tom McCall Waterfront Park, the Willamette Valley without the wine industry, or Stumptown without sustainability.



November 29

#### Folklife program set for Dec. 3 at Gresham Public Library

Nancy Nutz will discuss the cultural traditions of people in Multnomah County



November 16

#### Post-election uncertainty could hold back economy, experts say

The forecast was a central part of the recent Oregon Economic Forum in Portland



November 13

#### Economic forum in Portland to look at aftermath of fall election

The Nov. 16 event will include an overview of the Knight Campus



November 8

#### Keeping others safe is the goal of the UO's new Tillman Scholar

David Parkinson, an Air Force vet, landed in the sports product management program



October 20

#### Applied Information Management program celebrates 30 years

The UO Program will celebrate its 30th anniversary this fall with a gala in Portland on Nov. 5



October 20

#### Tickets on sale for Portland Classic, featuring UO basketball

Tickets are on sale for the Portland Classic, which will bring both the University of Oregon women's and men's basketball teams to the Moda Center on Saturday. Tickets are on sale for the Portland Classic, which will bring both the University of Oregon women's and men's basketball teams to the Moda Center on Saturday.



October 14

#### SOJC graduate students tackle Portland's air problem

Multimedia journalism graduate students created a website to report on the issue

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[UO Alumni Association](#)

[Portland Events Calendar](#)

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Gift bolsters the vision for UO's Pine Mountain Observatory east of Bend

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## Student Life

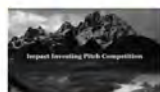


### UO Signs Exchange Agreement With The University Of Latvia



### New 360-degree videos capture UO game-day experience

Immersive 'virtual reality' videos go to the heart of the action



### Student competition seeks ethical investment proposals

Finalists will have a chance to pitch their proposals to the UO Foundation



### Outdoor Program shoots some hoopla with ESPN's Bill Walton

The former basketball star was a jolt of energy on drizzly day



### Irunge to assist international, undocumented students

She will be the primary resource for students covered by the DACA program



### Student forum focuses on the role of universities in activism

The role of universities in either fostering or limiting social activism is the topic of a campus forum to be held at the Erb Memorial Union.



### Students invited to join a conversation around Coates' visit

'Live the Question' is a chance to take take up the author's challenge



### Students work to Reset the Code in new campus campaign

The new project is an effort to set a new code of mutual respect



### Local flu outbreak sparks a reminder to get vaccinated

Students are particularly urged to get their flu shots



### UOPD wants campus bike riders to keep a light on

'Bike Lights, Not Citations' program will encourage riders to be seen



### A digital care package; Or, things you miss about campus

Ten things to look forward to once winter break ends

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### STUDENT LIFE SOCIAL HIGHLIGHT

callmeaduck University of Oregon Follow

To Taylor's the best freshmen class of Ducks. Hands to a great year! Mom

268 likes 0 comments

Starting off the class of 2020's journey with words of encouragement from their families. Here we go #uo2020! Get hyped!!! #CallMeADuck #ThrowYourO

JULY 12, 2016

### STUDENT LIFE EVENTS

- Feb 20, 2017: National Residence Hall Honorary - General Meetings at Straub Hall
  - Feb 21, 2017: FEBRUARY IS VOLUNTEER RECRUITMENT MONTH! at Museum of Natural and Cultural History
  - Feb 21, 2017: Explore Oregon at Museum of Natural and Cultural History
  - Feb 21, 2017: 2PM Talks at the Museum at Museum of Natural and Cultural History
- More Student Life Events

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## Workplace



### UO Joins Hop Valley Brewing To Raise Money For Food Drive



### February 20 Faculty have until Aug. 1 to apply for Fulbright grant funding

The international program offers more than 500 awards in a range of areas



### February 14 Meeting set on IT charter between Information Services, libraries

Provost invites faculty, staff and students to a Feb. 22 town hall on a proposed document



### February 14 International Affairs offers resource page on travel ban

A new resource page gathers important information in one place



### February 14 Officer of administration employment policies near completion

A final review is in process before the changes are submitted to the president



### February 14 UOPD honors lifesavers at campus pinning ceremony

Quick action by UO officers, staff and a student saved a life last December



### February 13 Candidates for School of Law dean scheduled to visit campus

Final candidates for the dean of the School of Law will begin meeting with campus this week. The four finalists are scheduled to be on campus between Feb.



### February 7 Around the O hits high note, tops 1 million pageviews in 2016

The numbers show the growing reach of the UO news portal



### February 7 Re-card requires extra step for campus parking garage users

Contact parking and transportation to activate garage access



### February 7 Oregon legislators solicit feedback on proposed budget

People can comment on funding priorities at a town hall meeting **PRINCE WILSON**  
People can comment on funding priorities at a town hall meeting Feb. 25 at LCC



### February 7 Career workshops offered for unit heads, faculty and staff

Learn about promotion, tenure, evaluations, finances and personnel actions

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### NEWS BRIEFS

- November 9 Statement regarding Nov. 9 blackface incident
- October 4 EMU thanks faculty and staff with \$2 credit at grand opening
- July 14 Outage at 20 campus buildings caused by faulty cable
- July 11 Road closures around Hayward Field remain in effect
- All news briefs

### HUMAN RESOURCES

Human Resources

### FACULTY RESOURCES

Academic Affairs  
Research and Innovation

### CAMPUS RESOURCES

Equity and Inclusion  
Faculty and Staff Resources  
President's Office  
Provost's Office  
Risk Management

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## **Editorial guidelines for stories submitted to AtO**

### *Story selection:*

Around the O crafts its stories with the goal of being accessible to a broad spectrum of readers, both those well-versed in higher education and research and those new to the topics. Therefore, stories from the schools and colleges and other campus units should appeal to as broad a readership as possible. Narrowly focused stories or those heavy with jargon will appeal to few beyond researchers in that field. AtO stories should reflect the research strengths, talented faculty and students, public benefit and/or quality student experience at the UO. Stories that reflect President Schill's priorities of access, scholarship and student experience are well-suited for these pages. It is important to remember that regardless of where you work on campus, we all share the goal of telling the UO story in a way that reaches the broader audience and places the university, and thereby all of its schools and colleges, in the best possible light.

### *Story tone and voice:*

Around the O closely follows AP style in grammar, punctuation and organization. AtO runs both straight news stories and feature stories. While the two approaches have significant differences, they share a common approach to news gathering and writing that has been reflected in mainstream news organizations for many decades. While the dominance of online news has changed much about how information is delivered, the fundamentals of good writing and storytelling continue to have the most attraction for readers.

Around the O does not set hard and fast rules on word counts. However, as a general guide, we should think carefully about a straight news story that exceeds 500 words or a feature that exceeds 1,000 words. While the internet has eliminated many of limitations that governed story length in an earlier era, the attention span of the average reader has, if anything, decreased. We should impose on them as little as possible to get the message across. This is not to say stories cannot exceed these numbers; it's merely a signal that you should have a compelling reason for asking the reader to invest more time in that story. Any story that may significantly exceed these numbers should be discussed with an AtO editor in advance to avoid unexpected cuts.

All AtO stories should be written in the third person; do not refer to "we," "us" or "our." Use the active voice as much as possible. Outside of the rare feature story, all stories should be written in the past tense. This is especially true with attribution; use "said" in quotes, reserving "says" for referring to written or video content that remains in continuous existence. Using "says" for attribution in feature stories should be reserved for those stories where there is a demonstrable reason for wanting to convey a sense of immediacy or place the reader in the story as it is happening. Again, it is advisable to discuss such stories with an AtO editor in advance to reach consensus and avoid unexpected edits. Occasional use of the second person in a feature story is acceptable but should be limited.

Use a soft-sell approach to promoting the university. Do not use obvious, overly effusive or flowery language to describe the quality of research, faculty, leaders, students or university programs. We build the university's reputation through the stories we choose to tell and by telling them well, not by flooding readers with obviously inflated adjectives.

Also, avoid academic and scientific jargon at all costs. Remember that your stories need to be enjoyable or informative to people who know little or nothing about the subject. Resist pressure to provide detailed descriptions of research or use technical terminology. And beware of jargon creep. We are all immersed in jargon and it's easy for it to sneak into our work. For example, "affect" is almost always better than "impact," and "comments" beats "input." And carefully consider the use of the word "unique"; it is almost always used incorrectly.

Straight news stories should follow standard AP newswriting principles and generally adhere to the inverted pyramid approach. It is very important to put the most important information, boiled down into one (on rare occasions two) succinct sentence, into the lede. Most stories also benefit from a 'nut graf' in the second or third paragraph that expands on the lede and fills in any important gaps. In straight news stories, it is almost never appropriate to start a story with a history lesson, scene setting or background information. News first; background later. Remember also that good newswriting, as with all good writing, is built on a foundation of active, descriptive nouns and verbs. Use adjectives and adverbs sparingly and strategically. They are like garlic in your pasta, a little bit goes a long way and too much will ruin it.

Feature stories allow more creative freedom within the general approach to newswriting. Indirect feature ledes do not need to dive directly in to the most newsworthy information. However, remember that the reader's patience is limited. Do not ask people to wade four or five paragraphs into a story with no idea as to why they should be interested in it. And do not go four or five paragraphs into a story without mentioning the UO. Even an indirect lede should foreshadow the central issue, and the general topic should be revealed no later than the second or third graf. Of course, some flexibility is given. These are guidelines and are meant to provide general direction. The point is to give careful thought when considering a story structure that could put too much of a burden on the reader. Keep the reader foremost in mind. While faculty and administrators may prefer a different approach, we must remember that if no one reads what we write, the whole university loses.

Do not construe these guidelines to encourage bland or formulaic writing. Clever wordplay, descriptive word pictures, immersive storytelling and compelling characters are key elements to any story and are highly valued in AtO.

#### *Photo guidelines*

All stories submitted to AtO must include an appropriate image. All AtO photos are horizontal and all have the aspect ratio of 16:9. That ratio is the same as a photo that is

800 pixels wide by 450 pixels high. Images should have a density of 300 ppi to allow enough flexibility to zoom and crop the image. A minimum density of 72 ppi is acceptable only if the image can run 'as is' with no cropping. Please touch base with the AtO editor for images that are under 300 ppi to ensure that the image can be used without cropping.

Images with text or numbering are rarely appropriate. Headlines are superimposed over images when they lead the AtO homepage and when they are the first story on each category page (e.g., Academics & Research, Campus News, etc.). If the image has text in it, the superimposed headline becomes garbled and hard to read.

Care should be taken to provide images that are as dynamic and visually interesting as possible. That means making every effort to avoid portraits, head-and-shoulders mug shots or images that are primarily one or more people looking into the camera. Images should instead depict some action, such as a researcher working in a lab, teaching, gathering data in the field or engaged in some activity relevant to the story. If needed, a smaller portrait can be embedded in the text of the story to better feature the researcher(s), but such images should rarely, if ever, be used as the main art.

Photo galleries also are welcome where multiple images of sufficient variety and interest are available. Generally, galleries should not exceed 10 images in addition to the main image (11 total). Images in a gallery are displayed full frame and can be any orientation. Individual image files must not exceed 3 MB in size, for galleries or lead photos.

It is the responsibility of the story author to arrange or locate appropriate images for stories submitted to AtO. The digital communications team within University Communications is often overbooked and rarely is available to support image requests for AtO stories.

Where appropriate, high-quality images from stock art services ('clipart') can be used to illustrate AtO stories. University Communications has subscriptions to the Shutterstock and iStock services. Those without access to those subscriptions can still view images on the services' websites and can request a particular image for a story, at no cost to the requestor. These images are held to the same standards as any other image. Images that are obviously staged, are not clearly connected to the topic or that would be misleading are not acceptable. The use of clipart should be limited and only used when more appropriate alternatives have been exhausted.

Videos are welcome and encouraged. They should be no more than 3 minutes in length and must include an appropriate thumbnail image as well as a standard still photo. The still photo is what is seen on the AtO homepage. The video thumbnail takes over as the lead image when a viewer clicks on the story and is taken to the story page. Videos also appear in the 'Video Highlights' section of the AtO homepage. All videos must be in either youtube or vimeo formats.

The decision to hire an outside photographer or videographer, and any associated costs, is the responsibility of the unit submitting the story to AtO. Copyright must be cleared with all submitted photos and credit lines and captions must be provided.

#### *Working with AtO and University Communications*

University Communications reserves final editorial control over all material published on its websites, email and other outlets. But we will work hard to ensure that our partners' needs are met while also living up to our own standards. We will approach every opportunity to work with other communicators with the belief that there is always a way to get to "yes." We welcome and encourage broad communication and will approach all issues with open minds.

A common question with writers is whether a story should be reviewed by an editor before or after it goes out to sources or supervisors for approval. The answer is not always clear and may be different for different stories. Writers are free to choose whichever approach works best for them. But, it is important to convey to those who review your stories that all material will go through a final editing process after they have approved it and that some changes are almost inevitable and may be substantial. Even if a story has gone through an initial edit by University Communications, additional changes may be made after it has been reviewed by sources and supervisors and prior to publication. Reviewers should understand that those changes will not be sent back for additional approval.

For schools and colleges posting stories to their named pages on AtO, it will largely be their responsibility to choose content for their pages. Those communicators are both the content experts and audience experts for their divisions. University Communications will exercise only the broadest oversight to ensure that all content meets UO standards for civility, inclusiveness, respect and propriety. However, because University Communications is ultimately responsible for all content on its outlets, only University Communications staff will be able to make content live on our websites.

Content from the school and college pages can be featured on the AtO homepage or its category pages after consultation with University Communications. We will work closely with communicators to determine which stories best tell the UO story and appeal to the overall audience. We desire a highly collaborative approach and want such decisions to be made with full consultation and buy-in from our partner communicators. We will make every effort to find an appropriate placement for all content that advances the university's image and standing.

#### *Submitter responsibilities*

Campus communicators are responsible for writing and preparing for publication all content they wish to appear in AtO or other University Communications outlets. For schools and colleges with named pages on AtO, this will include using the AtO software to load stories, write headlines and subheadlines, write photo captions (including alt

text), tag for syndication and edit photos. All pre-posting steps must be complete before a story will receive final review and then be posted.

Other campus communicators should submit completed stories and include a suggested headline and a subheadline. Headlines should be about 50 characters total, including spaces; subheads should be about 100 characters. Headlines and subheads are space-limited and subject to editing.

Schools and colleges are free to use syndication to post their AtO content (and other AtO content) on their own webpages. They may use their AtO pages as the news pages for their websites, have separate news websites or both. Immersive or project stories that appear on school and college websites can appear on AtO as external articles that take the reader directly to the school or college website (using the collaborative process described above).

Communicators in the schools and colleges will be responsible for completing stories by pre-agreed deadlines that allow sufficient time for final review and editing before being posted. University Communications will work with the communicators to establish clear procedures and deadlines and will coordinate schedules to allow stories to be featured in email newsletters and other outlets that reach appropriate audiences.

#### *Workflow guidelines*

Communicators in the schools and colleges do not need to contact AtO editors in advance when preparing routine or brief news items for their AtO pages. You may complete the story and load it into the AtO system in unpublished mode before alerting an editor that the story is ready. However, it is best to contact an editor as soon as possible if a story will need quick attention and posting. Such notification can be made by email to the AtO email account, [around@uoregon.edu](mailto:around@uoregon.edu), with a copy to Greg Bolt ([gbolt@uoregon.edu](mailto:gbolt@uoregon.edu)) and at least one other editor, such as Jim Barlow ([jebarlow@uoregon.edu](mailto:jebarlow@uoregon.edu)) or Tobin Klinger ([tklinger@uoregon.edu](mailto:tklinger@uoregon.edu)). Copying multiple addresses reduces the chance an email is missed because someone is not available.

Other campus communicators should use the above email addresses to submit completed stories for publication. All story submissions must include an appropriate photo (see above).

For more substantial stories and stories intended to be included on the AtO homepage and/or an email newsletter, consultation with an AtO editor in the early stages of story development is advised. AtO often handles a high volume of material during the academic year, and preplanning is the best way to ensure a story can appear at the most advantageous time. Stories submitted with little or no advance notice are less likely to receive favorable placement or timing.

Headlines should never exceed two lines in the 'hero' format or three lines in the category format (the story boxes under each category header on the homepage) when viewed on a desktop computer. The chips fall where they may on tablet/phone formats.

Photo captions should not exceed two sentences. Alt text, which describes what is in an image for the visually impaired, must be included.

For those unfamiliar with journalistic writing, the following resources may be of help:

[Writing ledes \(or leads\)](#)

[The nut graf](#)

[The inverted pyramid](#)

[Pros and cons of the inverted pyramid](#)

[Beyond the inverted pyramid](#)