

Communicating the Seton Hall Narrative: News Stories

Division of University Relations

Last updated: November 2022

About Campus News

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

SETON HALL UNIVERSITY
1 8 5 6

Academics Admissions

Seton Hall University

Campus News

Tuesday, February 15, 2022
Registration is Open for Pirates Esports Summer Camp
The Esports Summer Camp is filled with activities, a chance to meet new friends, and have fun while gaining valuable skills beyond gaming.

Tuesday, February 15, 2022
Seton Hall University Receives \$500,000 Gift from President Joseph E. Nyre and Mrs. Kelli Nyre
University president and first lady personally invested in students and faculty with a half-million-dollar donation.

Monday, February 14, 2022
Dean Majid Whitney on WSOU's Thank God for Monday
On Saturday, February 5, WSOU's Thank God For Monday host Brother Greg Cellini interviewed Dean Majid Whitney on student success, campus inclusion & community, and Black History Month.

Monday, February 14, 2022
Presentation on the Russia-Ukraine Conflict
Professor Alexander Motyl (Rutgers University-Newark) will deliver a virtual presentation "The Russia-Ukraine Conflict: Causes, Consequences, Solutions"

IN THE MEDIA

- Cheapest Car Insurance in New Jersey
WalletHub
- Gopinath Back At The IMF
Global Finance Magazine
- N.J. COVID cases are spiking. Is it time to get worried again?
NJ.com
- The History of Soul City, a Failed Racially Equitable City
PBS/One-on-One with Steve Adubato

VIEW MORE MEDIA

UPCOMING EVENTS

- Feb 15** CANCELLED: DOVE: Community FoodBank
- Feb 15** CANCELLED: DOVE: Community FoodBank
- Feb 15** Senior Portraits

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?


Seton Hall University > News

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

2 Tuesday, February 15, 2022 Like 56 Tweet Share

2 By Ruth A Zamoyta and Michael Ricciardelli

3 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.

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

"We are blessed to have a President and First Lady who are committed advocates for college affordability and faculty support," said Kevin H. Mari Hall University Board of Regents. "The Nyres stand by

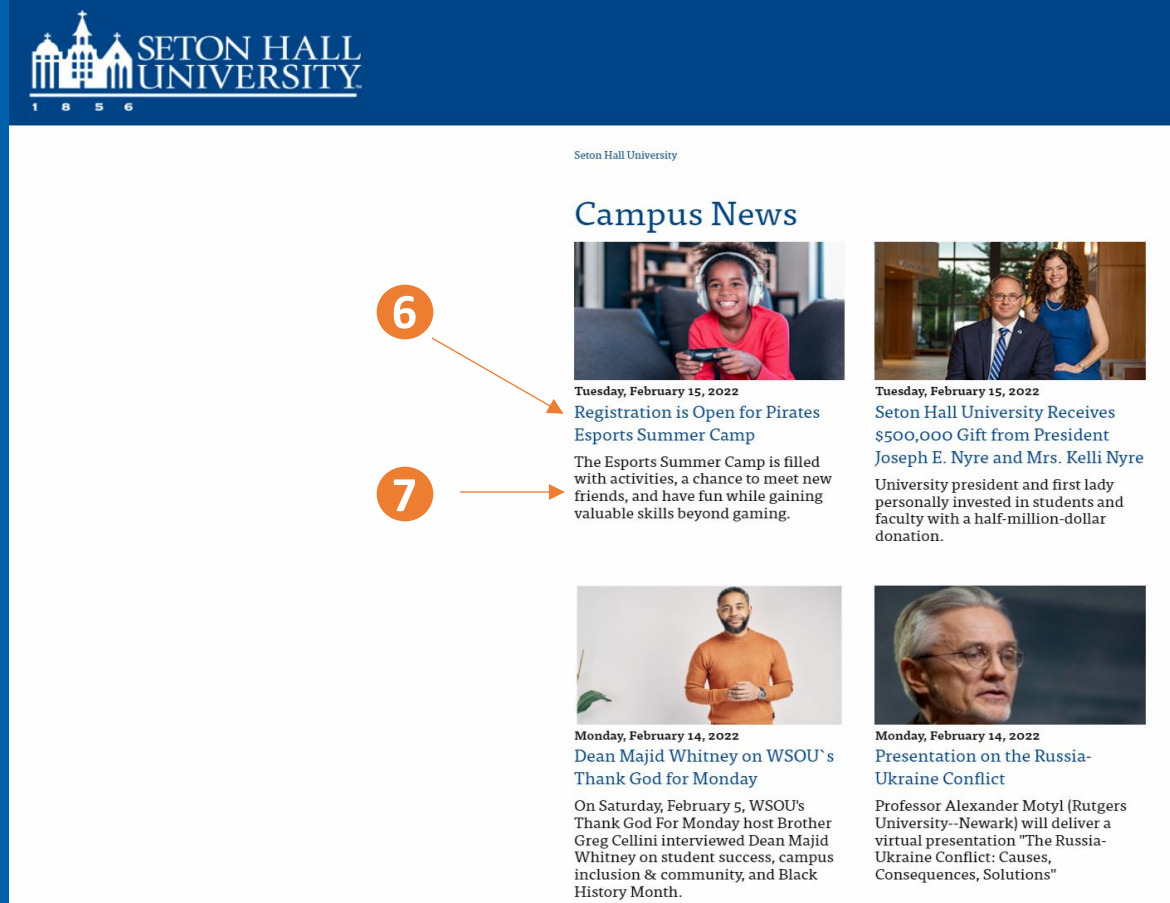
For more information about supporting Seton Hall students and faculty and other University priorities, you may contact University Advancement at advancement@shu.edu, (973) 378-9800.

Categories: [Education](#), [Faith and Service](#)

5 For more information, please contact:
Michael Ricciardelli
(973) 378-9845
michael.ricciardelli@shu.edu

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*

What Do I Need for a News Story? – *continued*



The screenshot shows the Seton Hall University website's 'Campus News' section. It features four news items, each with a photo and a text block. Two orange callout boxes with numbers 6 and 7 are overlaid on the page. Callout 6 points to the headline of the first article, and callout 7 points to the first sentence of the first article's text.

Seton Hall University

Campus News

6 → **Tuesday, February 15, 2022**
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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.



Inside the Hall
The Seton Hall University Weekly Newsletter

Top Stories

- **Seton Hall Expands Presence in Newark, Opens Welcome Center, Satellite Space**
The University will open the informational and event space within the Gateway Complex – steps away from the Prudential Center and Law School.
- **College of Education Relaunches Law Enforcement Graduate Program**
After extensive research, the Master of Arts degree has been relaunched with a new curriculum as the Law Enforcement Executive Leadership program.
- **Law Professor Thomas Healy's Soul City Wins Hooks National Book Award**
The prestigious award is presented annually to a nonfiction book that best furthers understanding of the civil rights movement and its legacy.
- **Jane McManus to Lead the Buccino Leadership Institute for CommArts**
The former ESPN analyst and inaugural executive director of the Center for Sports Media joins the Institute as the CommArts cohort director.
- **Associate Deans Arocho and Connors Named Co-Directors of Buccino Education Cohort**
Omaya Arocho and Brian Connors of the College of Education and Human Services will direct the Buccino Leadership Institute's Education cohort.

What Great Minds Can Do

- **Honoring the Late Professor Edwin Havas: Beauty for the Ages**
The life and work of Art Professor Edwin Havas, a signature member of the American Watercolor Society, is remembered and honored as part of National Arts & Humanities Month. [Read more.](#)

More News

- HICT Update: Vaccine Clinic on South Orange Campus November 9
- DOVE Hosts Halloween Carnival for Adults with Special Needs
- Nursing Student Receives \$10,000 Scholarship, a "Gift of Opportunity" to Change Healthcare Perspectives
- The Period Movement: Free Menstrual Product Initiative Launches Spring 2023
- Interprofessional Health Sciences and Health Administration Chair, Professor Anne Hewitt, Extols Agile Leadership for Today's Healthcare Environment
- This Week in The Core: Professor William Rusch of Yale Divinity School on 'The Lutheran Reformation from a Lutheran Perspective'
- Sports Poll Finds 43 Percent of Americans Say Britney Griner's Punishment 'Unfair'; 62 Percent Say She's a Russian Political Pawn
- Public Says LIV Has Diminished PGA and Pro Golf; By More than 2 to 1 Margin, Americans Say LIV Is Saudi 'Sportswashing'
- Esports Hires New League of Legends Coach, Dylan 'RealPrismword' Ladd
- Museum Professions Students Practice Experiential Learning at Morris Museum

Upcoming Events

Monday, November 7

- DOVE: Pillar Care Group Home
- Winter 2023 registration opens at 7:45 a.m.
- Walsh Gallery Exhibit: Seton Hall Re-Collects
- DOVE: IFPO Monday
- Empowered to Achieve
- DOVE: Pillar Care Group Home

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*

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?

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

Seton Hall University > Web and Digital Communications

Web and Digital Communications

What We Do
Roles and Responsibilities
Web Planners
Social Media
Privacy

Digital Accessibility
Digital Accessibility Committee

Web Services
Web Style Guide
Email Signatures

#SetonHall

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 t when requests are received and/or direct co request is processed. **To submit a request please send a detailed email to [web@shu](mailto:web@shu.edu)**

The time taken to process and complete any development. Please plan ahead and strateg time to insure your communications are tin **and creative teams adhere to the followi**

Display Page

All Seton Hall news follows a content template that features the content you submit below. See an [example of a news story page](#).


Page Title *

The main headline for the announcement page.

Byline *

First Name Last Name

Full Story / Article *



1 8 5 6

- 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.*

What great minds can do.

Questions? We're Here to Help!

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Appendix

Resources

- **University Style Guide** – <https://www.shu.edu/public-relations/upload/Style-Guide.pdf>
- **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