UC Riverside Strategic Communications
Governmental and Community Relations

Under the direction of Associate Vice Chancellor of External Relations Marcia McQuern, the office markets the campus, relates with the media, maintains the campus home page, designs print materials, produces a quarterly magazine, publishes a twice monthly faculty/staff newspaper, maintains good relationships with the business community, as well as government policy makers at all levels.

We are located on the second floor of University Village
Phone: (951) 827-NEWS

Listed below are some of the services provided to the campus:

PUBLICATIONS

Campus and Community Guide and Telephone Directory – The printed version is distributed to the entire campus annually. Each department’s administrative staff updates information electronically, in the “TEL” program. The easiest way to access telephone records is the “Find People” link on the campus home page.
The Campus Guide is online at:
www.campusguide.ucr.edu/campus.html

UCR Magazine – A quarterly campus magazine is mailed to 70,000 alumni, donors, friends, staff, faculty and students. Archived copies are available online at:
www.ucrmagazine.ucr.edu

Inside UCR – A faculty/staff newspaper that is issued twice monthly. It is archived at:
www.insideucr.ucr.edu

Fact Sheet – A single sheet on color glossy paper giving a brief outline of campus features. This is updated each year. An online version of the information:
www.ucr.edu/about/factsheet.html

Map of Campus – A foldable map of campus is available at the office. The online version, fully searchable, is available from the home page at www.campusmap.ucr.edu/

Facts and Impacts – A folded color brochure about the highlights of campus and the economic impact the campus makes on the surrounding area.
www.ucr.edu/about/facts.html

MARKETING

A team of professionals create an integrated and professional look for Web sites, brochures, posters, ads, invitations and other printed and electronic materials. Creative
Design Services is the recharge unit that does the graphic design.  
www.pr.ucr.edu/im/  

Style Guide – A guide to the use of the campus colors and logo, with downloadable images, examples for Web, banners, t-shirts, signs and stationery.  
www.styleguide.ucr.edu  

GOVERNMENTAL and COMMUNITY RELATIONS  
Raising the campus profile with lawmakers at the local, state and federal levels, neighbors of the campus, as well as the business community for purposes of technology transfer.  
www.gcr.ucr.edu/  

Economic Impact and Benefits – UCR is an economic engine for the region, offering $5 in benefit for every $1 in investment made by the public.  
www.impact.ucr.edu/  

MEDIA RELATIONS  
Getting the word out about UCR often involves the media.  

Experts on Demand – The campus has a studio in the basement of Sproul Hall that is set up for interviews via satellite. If CNN needs you now, we can get you in the studio quickly and let the fiberwire take the signal to the Hollywood hub, right from campus.  
www.insideucr.ucr.edu/cgi-bin/display.cgi?id=532  

Video Services – Jim Brown, videographer, documents events produces videos for use on our web page and by television outlets. He is the campus contact for UCTV, a channel that offers arts, lectures and events from the UC system. To see UCR’s shows:  
www.uctv.tv/riverside/  

In the News – Subscribe to this electronic database of news coverage related to UCR. Updated daily, the In The News email offers a brief version of the day’s stories, and a link to read the rest.  
www.inthenews.ucr.edu  

Press releases – Press releases produced by UC Riverside from the present, back to 1998. Available at:  
www.newsroom.ucr.edu  

Media Sources – These are faculty members who have agreed in advance to respond quickly to requests for an interview. Seminars for faculty and others on how to prepare for media interviews are held periodically. Contact our office to find out how to be included.  
www.mediasources.ucr.edu  

WEB DESIGN  
Colleges and Schools can count on advice and help for professional looking Web design, reflecting the campus’ integrated marketing program.
Search Engine – The campus search engine can find things easily, not only with a Google custom search, but suggestions over on the left for what you might be looking for on campus. [www.ucr.edu/search.php](http://www.ucr.edu/search.php)

Spotlights – The highlighted pictures on the campus home page, drawing attention to campus events and news. They are displayed and archived at [www.ucr.edu](http://www.ucr.edu)

Campus Calendar – An online calendar open to submissions from all over campus. Department account holders fill out an electronic form. Selected single-day events that are open to the public are featured on the campus home page. The full calendar can be accessed at [www.events.ucr.edu/](http://www.events.ucr.edu/)

Choosing UCR – A feature on the campus home page that highlights individual students and the reasons why they enrolled at UCR. It includes a streaming video interview of the student. A new student is posted each week during the school year. [www.choosing.ucr.edu/cgi-bin/display.cgi](http://www.choosing.ucr.edu/cgi-bin/display.cgi)

Faculty Directory – Staff in each academic department have the power to change information in the campus wide faculty directory. [www.facultydirectory.ucr.edu/](http://www.facultydirectory.ucr.edu/)

**PHOTOGRAPHY**

Our office can recommend freelance photographers, offer free faculty photos and provide access to archives of previously shot images.

Photo Gallery – An online archive of campus photos, downloadable for use in brochures and other projects. [www.gallery.ucr.edu](http://www.gallery.ucr.edu)

Photo Studio – In the basement of Sproul Hall, the office has set up a studio to take quick professional-looking pictures of faculty. They are free, and the faculty member gets to keep the high resolution image for book covers, conferences, etc. Make an appointment at [www.pr.ucr.edu/cgi-bin/schedule.cgi](http://www.pr.ucr.edu/cgi-bin/schedule.cgi)