Submission Guidelines: 
USF News, Inside USF & USF Profiles

Site: USF News

Primary Audience: The primary audience of this site is the media. The secondary audience includes the university community; potential faculty, staff and students; alumni; parents; donors; and other friends of the university.

Purpose of This Site: The main purpose of this site is to generate positive stories about USF by local, regional, national and international media.

Content Description: This site features newsworthy stories that promote USF and its strategic initiatives. Stories are divided into categories, with each category exemplifying one of the university’s strategic initiatives. Categories include Global Reach; Real-World Research; Scholarly Endeavors; Community Connections; National Prominence; and Students Achieve. The site also contains communications from the university’s administration, as well as information about major USF events.

Submissions Accepted? Yes. If you have a big-impact story that you believe is worthy of news coverage, contact a member of our news team.

Contact Person: 
Lara Wade, News Director, 813-974-9060, lwade@admin.usf.edu 
Vickie Chachere, News Manager, 813-974-6251, vchachere@admin.usf.edu 
Barbara Perkins, News Coordinator, 813-974-4563, bperkins@admin.usf.edu

For a listing of “News Beats” and the assigned news contact, please visit our Web site: www.usf.edu/ucm.

Site: Inside USF

Primary Audience: The primary audience for this site is USF faculty and staff.

Purpose of This Site: The main purpose of this site is to serve as the main source of news and information for all USF employees.

Content Description: This site features news and information for all faculty and staff, including HR Notes; Accolades (faculty and staff achievements); Career Moves (new hires and promotions); and USF Life (initiatives, policy changes, events, etc.)

Submissions Accepted? Yes. To prepare content for the “Inside USF” Web site:
• Open a new document in Word.
• Craft your story.
• Use the following specifications for your headline:
  Font: Arial Bold
  Point Size: 12
  Line Spacing: 1.15
• Use the following specifications for your body copy:
  Font: Arial
  Point Size: 10
  Line Spacing: 1.15
• Insert all hyperlinks.
• Save document, using story title as name.
• Email document as an attachment to Stephanie McLeod Harff.

Contact Person: Stephanie McLeod Harff, 813-974-9082, sharff@admin.usf.edu

Site: USF Profiles

Primary Audience: The primary audience for this site is potential faculty, staff and students.

Purpose of This Site: The purpose of this site is to highlight members of the USF community—students, faculty, staff and administrators—whose work exemplifies the university’s values of community engagement, global impact, interdisciplinary inquiry, research and innovation, and student success.

Content Description: This site features profiles of faculty, staff and students, with an emphasis on relating the individuals’ professional/scholarly achievements to one or more of the university’s strategic initiatives.

Submissions Accepted? To ensure that the individuals who are profiled meet our qualifications (see “Purpose of this site” above) we look to the deans and administration to recommend and/or confirm the profile candidates from their respective areas.

Contact Person: Mary Beth Erskine, 813-974-6993, mberskine@admin.usf.edu