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2001-09-24 NEWS MINUTE Criteria

University of New Mexico Communication and Marketing Department

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News Minute Criteria...

Select items that are of importance to a majority of UNM faculty and staff. Calendar items are permitted only on special occasions when an event may be of interest to the majority of the campus.

Items deemed as advertisements are not to be included unless special permission is granted beforehand.

Select no more than five relevant items, except in rare instances where there is a consensus with director that a greater number of items are justified.

Write the UNM News Minute items in clear and concise language that is in the active tense. Edit, proof and closely review items for punctuation, clarity and spelling. Make sure someone else in the office also does the same in the event director is unavailable to review.

Include links, as appropriate, to news releases and related websites if applicable.