

NBDC COMMUNICATIONS

STORIES, NEWS ARTICLES & PRESS RELEASES

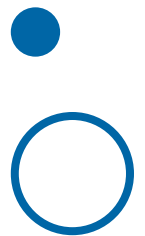
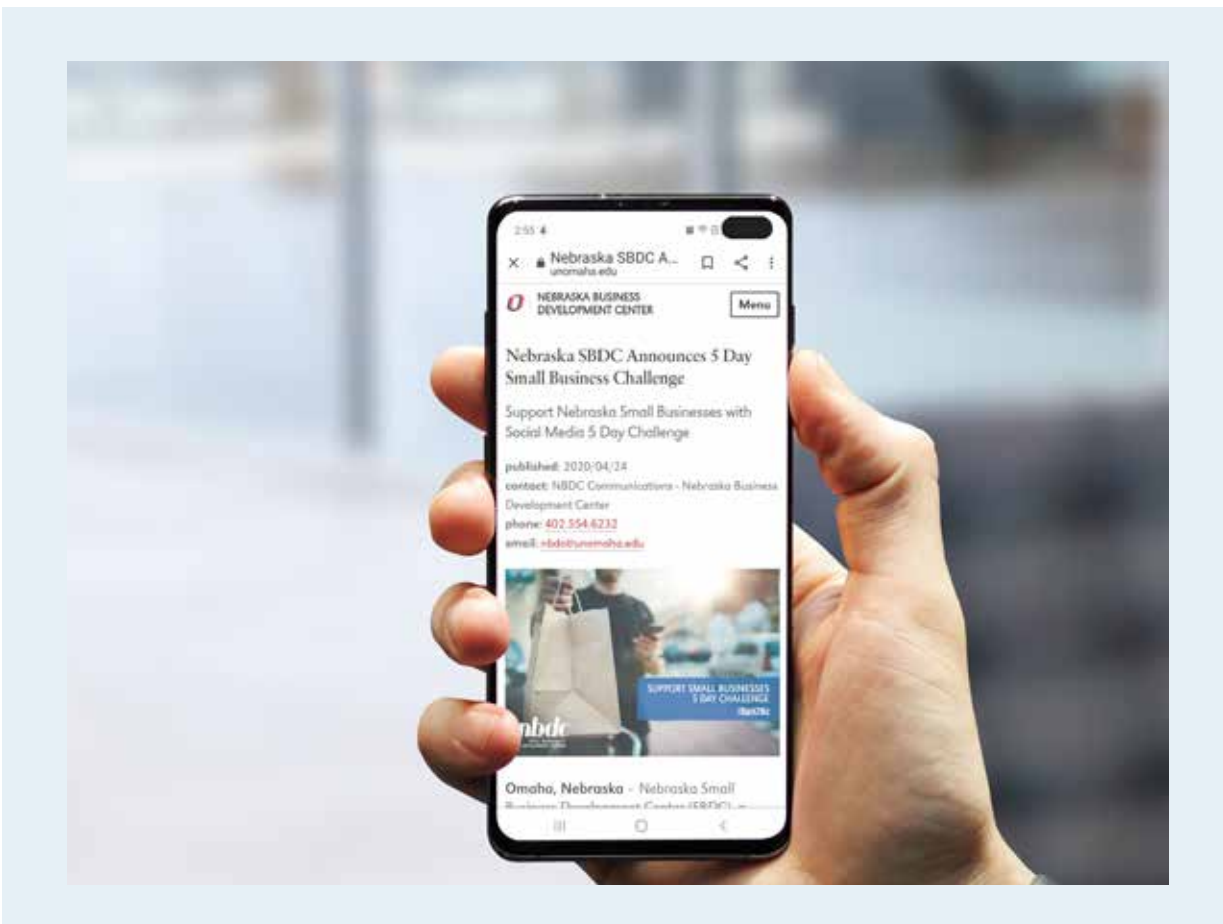
Introduction

In order to understand NBDC Communications and how the communications team can disseminate information, we first need to have a basic understanding of vocabulary, terms and procedures.

When the NBDC team uses the same terminology and understands the roles and expectations of the communications team, we can collaborate more effectively.

In this document:

- We will define the terms and vocabulary currently used.
- Explore the current options for news-worthy content.
- Review procedures so team members understand expectations.



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CHAPTER 01

Vocabulary

So many labels! Let's break it down so we know what we're talking about.

Chapter 1

Vocabulary

Let's start with identifying the frequently used terms and labels used at NBDC:

Homepage: The introductory page of a website, typically serving as a table of contents for the site and set as the default page on a browser. NBDC's Homepage showcases links to other pages on our site. We also display teasers to current news or stories that link to those pages.

NBDC News Center: This is a page on the NBDC site that hosts all of our news-worthy information. It is currently categorized by *Featured*, *News*, *Program Highlights* and *Media Mentions*. The *News* section automatically populates to the NBDC Homepage.

Client Story: Previously known as Success Stories. Stories about NBDC clients who have worked with an NBDC program within the past year and can demonstrate business success as an outcome of using NBDC services. These stories are found in the *Featured* section of the NBDC News Center.

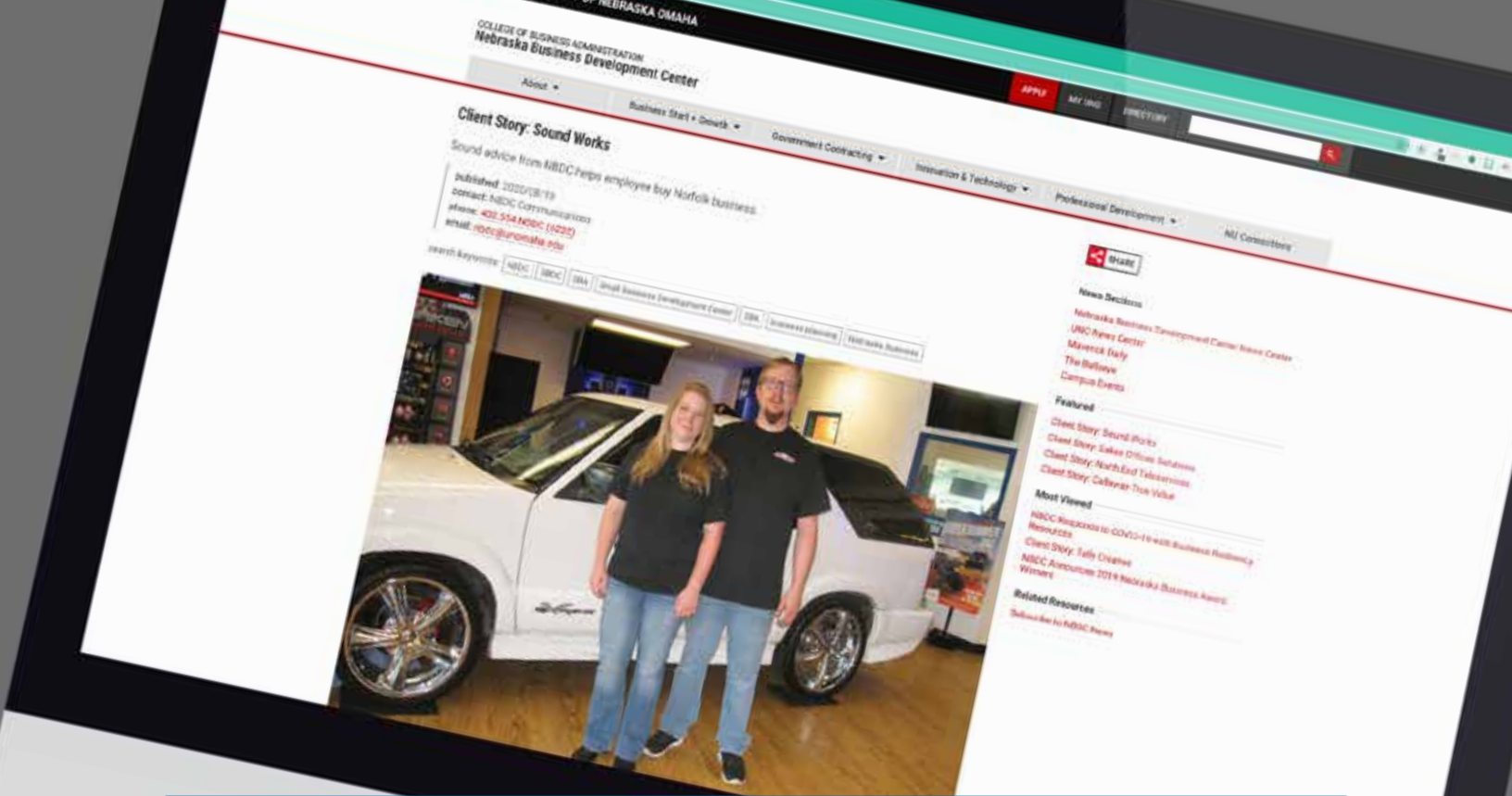
Program Highlight Story: Stories that showcase an NBDC program's body of work, milestones, services or team member achievements (includes graduate assistants and student workers). These stories are currently found in the *Program Highlights* section of the NBDC News Center.

News Article: This is any news-worthy story that is featured in our *News* section of the NBDC News Center. By creating an article on our site, we can now share the link in an email, social media post on other websites or university pages. Ex. Maverick Daily.

Press Release: This is similar to a News Article, however, the intent is to share it via email to the Media Outlet* contacts. The goal is that the story will be picked up and shared by a Media Outlet. There is a certain format required for the copy. A Press Release will also exist as a News Article on the NBDC News Center in the *News* section. Media Outlets rarely pick up Press Releases. This news has to be high value.

*Media Outlet includes Nebraska newspapers, radio, and tv news stations.





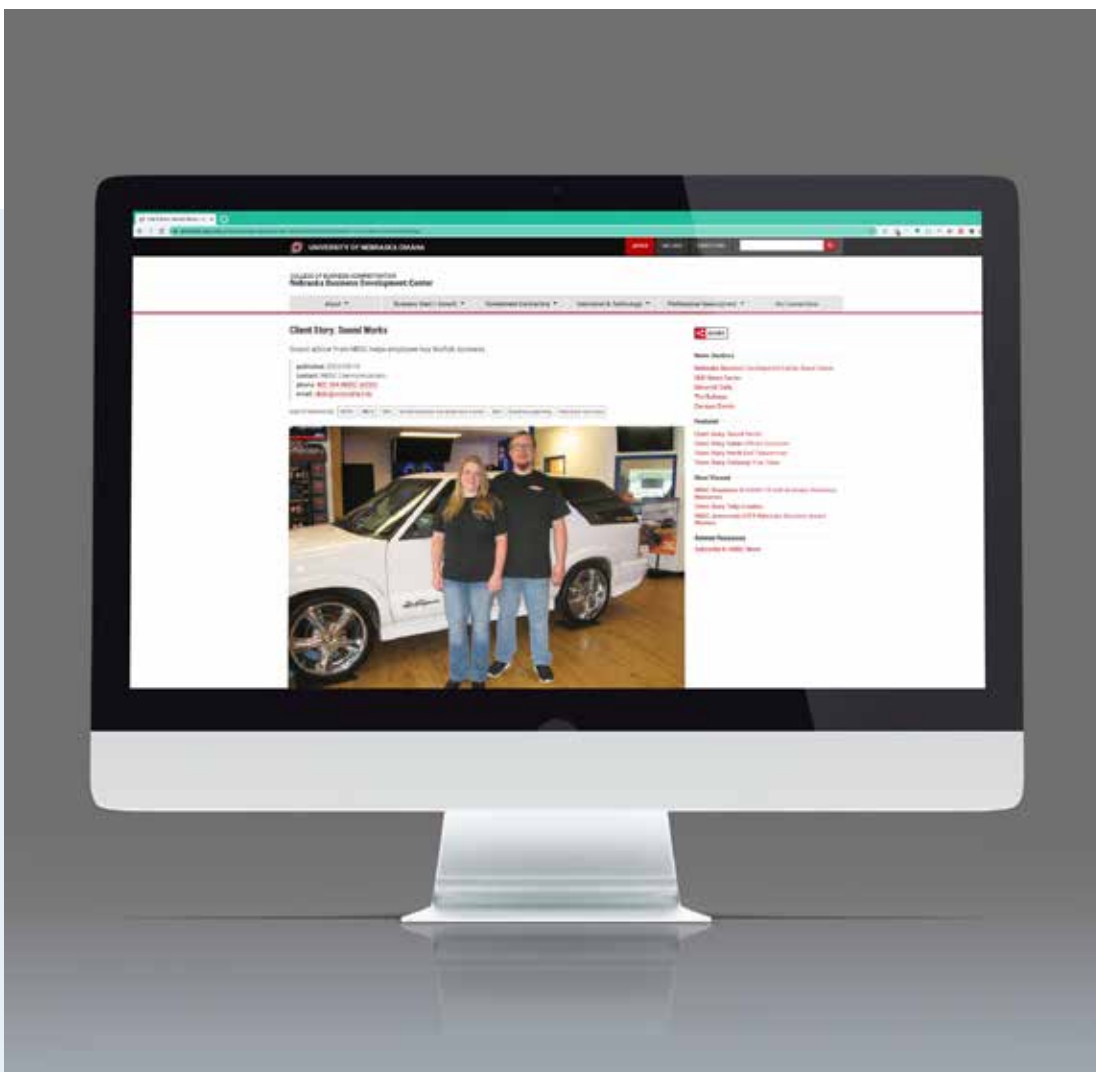
CHAPTER 02

Client Stories

What are Client Stories?

Client Stories

Client Stories provide social proof and establish trust. Client Stories are stories about NBDC clients who have worked with an NBDC program within the past year and can demonstrate business success as an outcome of using NBDC services. These stories are found in the *Featured* section of the NBDC News Center.



COLLEGE OF BUSINESS ADMINISTRATION
Nebraska Business Development Center

- About
- Business Start + Growth
- Government Contracting
- Innovation & Technology
- Professional Development
- NO Connections

Client Story: Sound Works

Sound advice from NBDC helps employee buy Norfolk business.

published: 2020/08/10
 contact: NBDC Communications
 phone: 402.554.NBDC (6232)
 email: nbdc@unomaha.edu

Search keywords: NBDC, SBA, Small Business Development Center, SBA, Business financing, Nebraska business



Industry	NBDC Services	Results
Automotive Parts and Accessories	Northeast Nebraska Economic Development District (NENEDD) loan application	NENEDD and bank loans approved

Jonathon Schahner was interested when he heard the owner of Sound Works, an automobile and marine sound and security technologies sales and installation company, was contemplating selling his longtime Norfolk business.

But before he could become the new owner, Schahner had to become an employee and learn every aspect of the business.

Schahner worked as a salesman and installer for Sound Works for about 18 months before he and his wife, Lora, had gained enough inside knowledge to feel comfortable about becoming buyers. Still, they needed some sound advice, and they turned to Loren Kucera, director of the Nebraska Business Development Center (NBDC) office in Wayne. Kucera had helped guide Sound Works' founder, Phil Zastrow, when he started the business in 1994.

Schahner had been interested in stereos and speakers since he was young. "Before I could even drive, I was custom building speaker boxes to see what I could do to make them louder," he says. "I was from a family of carpenters, so it kind of came naturally."

He had never before owned a business, however, so his banker suggested he meet with Kucera. "They had a solid business plan but needed help securing financing," Kucera recalls. "They did approach a lender who was interested in financing the acquisition but felt the bank needed a Small Business Administration (SBA) guaranty. Since Jonathon was a current employee, I knew the SBA would need a business valuation."

"In order to save the Schahners money, I suggested to the lender that we pursue an application with the Northeast Nebraska Economic Development District (NENEDD) which would lower the bank's risk," Kucera says. "The lender agreed, so I prepared the application for a NENEDD loan." The NENEDD and the bank approved the loan and the Schahners took possession on Oct. 1, 2019.

Schahner says the business experienced a downturn early in the coronavirus pandemic this spring but has since rebounded. "It was scary for a while, but now we are booked three weeks solid," he says.

He credits Kucera and NBDC with being "extremely accommodating." "No matter what, Loren has been quick to answer all of our questions and provide us tons of guidance," he says. "This is the first business I have ever bought, but I'm convinced if I had done it differently without Loren's advice, it wouldn't have gone as smoothly as it did."

Consultant	County	State Senate District	Congressional District
Loren Kucera	Madison	11	One

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News Sections

- Nebraska Business Development Center News Center
- UNO News Center
- Maverick Daily
- The Bullseye
- Campus Events

Featured

- Client Story: Sound Works
- Client Story: Eakes Offices Solutions
- Client Story: North End Teleservices
- Client Story: Callaway True Value

Most Viewed

- NBDC Responds to COVID-19 with Business Resiliency Resources
- Client Story: Tally Creative
- NBDC Announces 2019 Nebraska Business Award Winners

Related Resources

- Subscribe to NBDC News

Program Highlight: FTAC Transitions to Virtual Services

Transitioning to electronic and virtual delivery is ensuring that all of the services provided by the Nebraska Business Development Center (NBDC) Procurement Technical Assistance Center (PTAC) remain available to current, and new clients.



CHAPTER 03

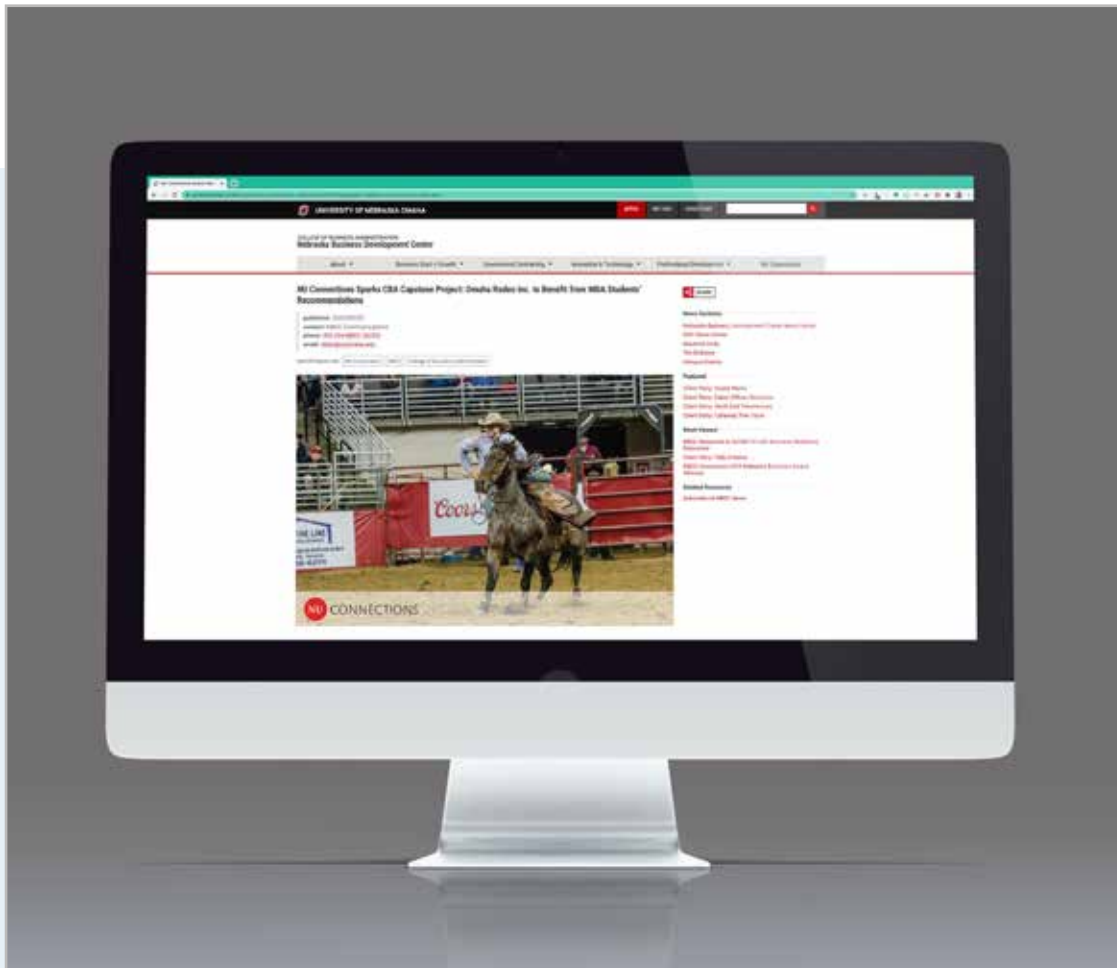
Program Highlight Stories

What are Program Highlight Stories?

Program Highlight Stories

Just like Client Stories, Program Highlight Stories provide social proof and establish trust. Program Highlight Stories (Program Stories for short) showcase an NBDC program's body of work, milestones, services or team member achievements (includes graduate assistants and student workers).

These stories are found in the *Program Highlights* section of the NBDC News Center.



NU Connections Sparks CBA Capstone Project: Omaha Rodeo Inc. to Benefit from MBA Students' Recommendations

published: 2021/05/03
 contact: NBDC Communications
 phone: 402.554.NBDC (6232)
 email: nbdc@unomaha.edu

search keywords: NU Connections | NBDC | College of Business Administration



Omaha, Nebraska – The non-profit Omaha Rodeo Inc. tapped seven innovative ideas for improving its marketing, self-practice and organizational practices by taking part in a capstone consulting project with teams of graduating MBA students from the UNO College of Business Administration (CBA).

Omaha Rodeo President Beth Greener says the diversity of the student teams yielded a unique perspective for the jobco board members to consider. "Some of the students had been to a rodeo and others had not," she says. "Some came at the project from a business perspective, some from a public relations perspective. Each brought his or her own background to the table, and they presented their ideas honestly and in a professional way that we found very engaging."

The project was sparked by **NU Connections**, a program that uses the University of Nebraska system to promote the university programs, services and resources that Nebraska businesses can utilize to grow and diversify. NU Connections is administered by the Nebraska Business Development Center (NBDC) with all five university campuses participating in program leadership and development.

NBDC State Director and CBA Assistant Dean Catherine Lang spoke with Lynette Singer, a longtime Omaha Rodeo supporter and volunteer, about the evolving goals of the Omaha Rodeo board of directors and suggested involving CBA MBA students as consultants.

"NU Connections links the assets of the University of Nebraska system, including its faculty and students, with businesses and the community to further economic growth," Lang says. "In this case, bringing a fresh set of eyes to the issues facing the Omaha Rodeo benefitted the organization and the student teams."

In the capstone course, MBA students in their final semester usually form teams and are matched with different organizations to apply their acquired knowledge in a year-long project. With this particular project, seven teams of students were formed to work with Omaha Rodeo and develop specific recommendations on seven different aspects of the organization. They were led by CBA Professor of Management Gina Scott Light, Ph.D.

The student teams initially met with Greener and other Omaha Rodeo board members who provided an overview of the organization and history of the Omaha River City Rodeo. The board members shared the organization's short-term goals, growth projections and expectations of the MBA teams.

Formerly known as the All-Sarban Rodeo, the event was established in 1947. Beginning in 2015, the Knights of All-Sarban reorganized focusing on youth development and the stock show. Sponsored by First National Bank Omaha, the Professional Cowboy Association (PCA) affiliated Omaha River City Rodeo is normally a two-night annual event each September. It was cancelled this year due to the coronavirus pandemic. The rodeo will return on September 24-25, 2021, at CHI Health Center Omaha.

The seven projects concentrated on providing a marketing plan for key target populations, developing metrics to evaluate community and local economic impact of the rodeo, creating a plan to increase ticket revenue, revising the rodeo club membership program, developing three-, five- and 10-year plans for other rodeo events, establishing an organizational structure for the SOIC organization, and devising a report of best practices for professional sponsorships.

The student team of Pat Harter, Kate Porto and Kaitlin Schilling was asked to re-imagine and add value to the existing Omaha Rodeo Chute Club Membership program. The team surveyed current Chute Club members, and examined the perks other regional rodeos offered their VIP members.

In its final presentation in March, the team delivered several specific recommendations, including the creation of membership tiers and different price, seasonal and annual membership gifts and discounts, a pre-rodeo private reception and other yearly events.

Harter, a hair salon manager at OFFICE At First State Bank, says there were several highlights to the course, from the collaboration between the teams as they worked on their ideas, to the enthusiasm the teams revealed from the board members. "At our presentation, they were totally glued in to what we were saying," Harter says. "They focused in on what we wanted to do, and we're looking forward to seeing if and how our ideas are implemented."

Bille Kuznetsov, Abbie Zimmerman and Aaron Mason comprised the Maverick Marketing consulting team. The trio reviewed demographic data from previous ticket purchases and created electronic surveys to find effective ways to market to the local population and assess overall interest in the event.

The team's recommendations included focusing early efforts on developing awareness in Omaha and surrounding areas, pairing local marketing efforts with increased use of social media, offering complimentary events during the rodeo weekend, offering group discounts to Omaha employers, and creating additional awareness and interest by developing partnerships with Omaha schools.

"It was very rewarding to have them all drive with us and say, 'Here's where we want to go. Now we want you to tell us how to get there,'" says Kuznetsov, an account manager at a local medical staffing company. "I think in the end they were pleased with our efforts, and we harvested some marketing experience as well as social media experience."

Board Member Robb Spence says participating in the project proved "very worthwhile" for the rodeo representatives. "Our board includes CPAs, attorneys, financial people – a good level of experienced business people," Spence says. "The variety of students who took part really represented the average consumer, and that gave us all sorts of perspective and ideas. It was an excellent experience."

Greener says she was impressed how NU Connections works corporations and nonprofits with the university's resources. "This project is a really good example of that concept in action," she says. "Engaging students gives them ownership and makes a better community for all of us."

For more information about NU Connections, [CLICK HERE](#).

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News Sections

Nebraska Business Development Center News Center
 UNO News Center
 Maverick Daily
 The Bullseye
 Campus Events

Featured

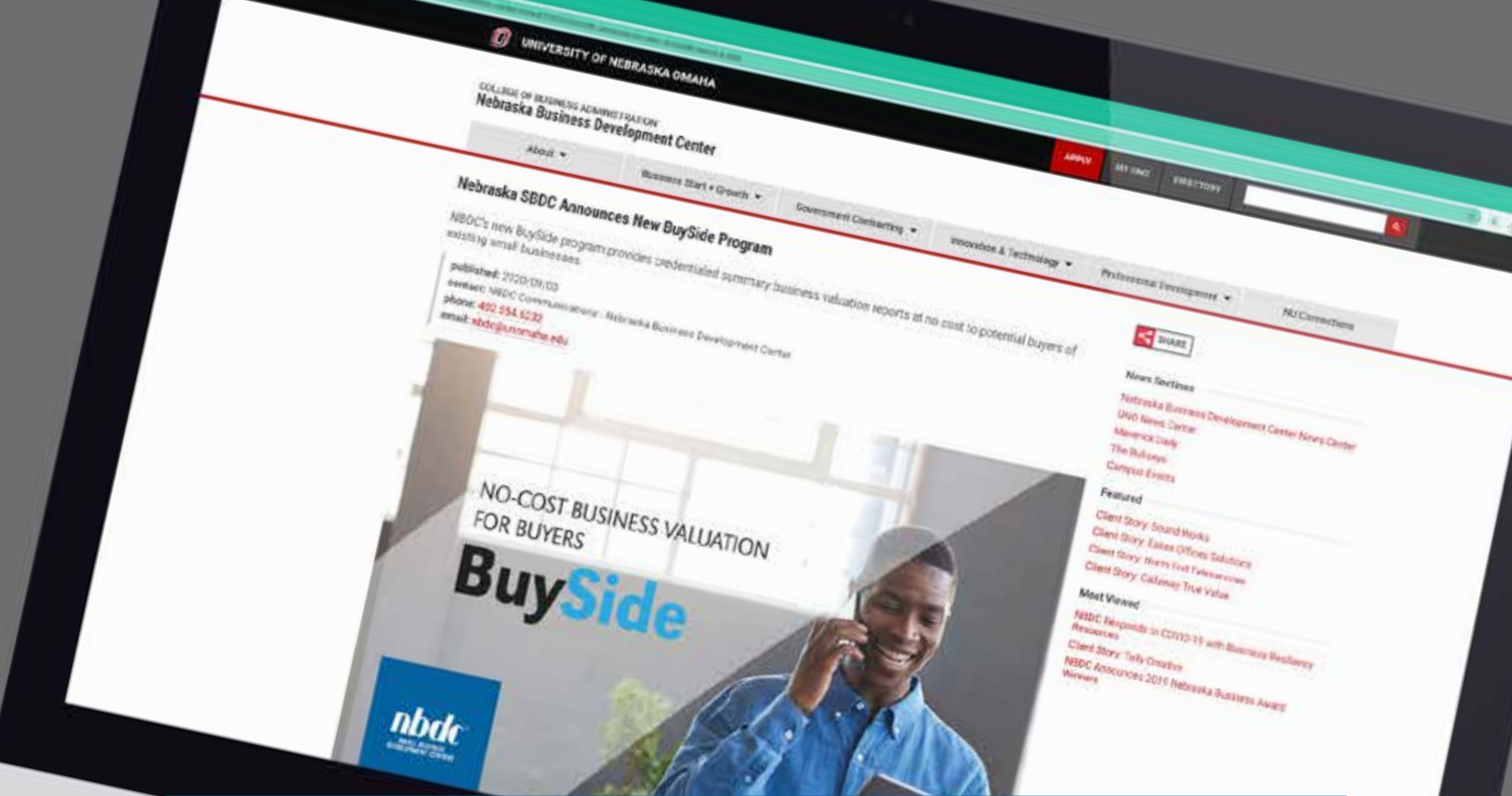
Client Story: Sound weeks
 Client Story: Baker O'Brien Solutions
 Client Story: North End Tele services
 Client Story: Callaway Truck Value

Most Viewed

NBDC Responds to COVID-19 with Business Resiliency Resources
 Client Story: Tally Center
 NBDC Announces 2019 Nebraska Business Award Winners

Related Resources

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CHAPTER 04

News Articles

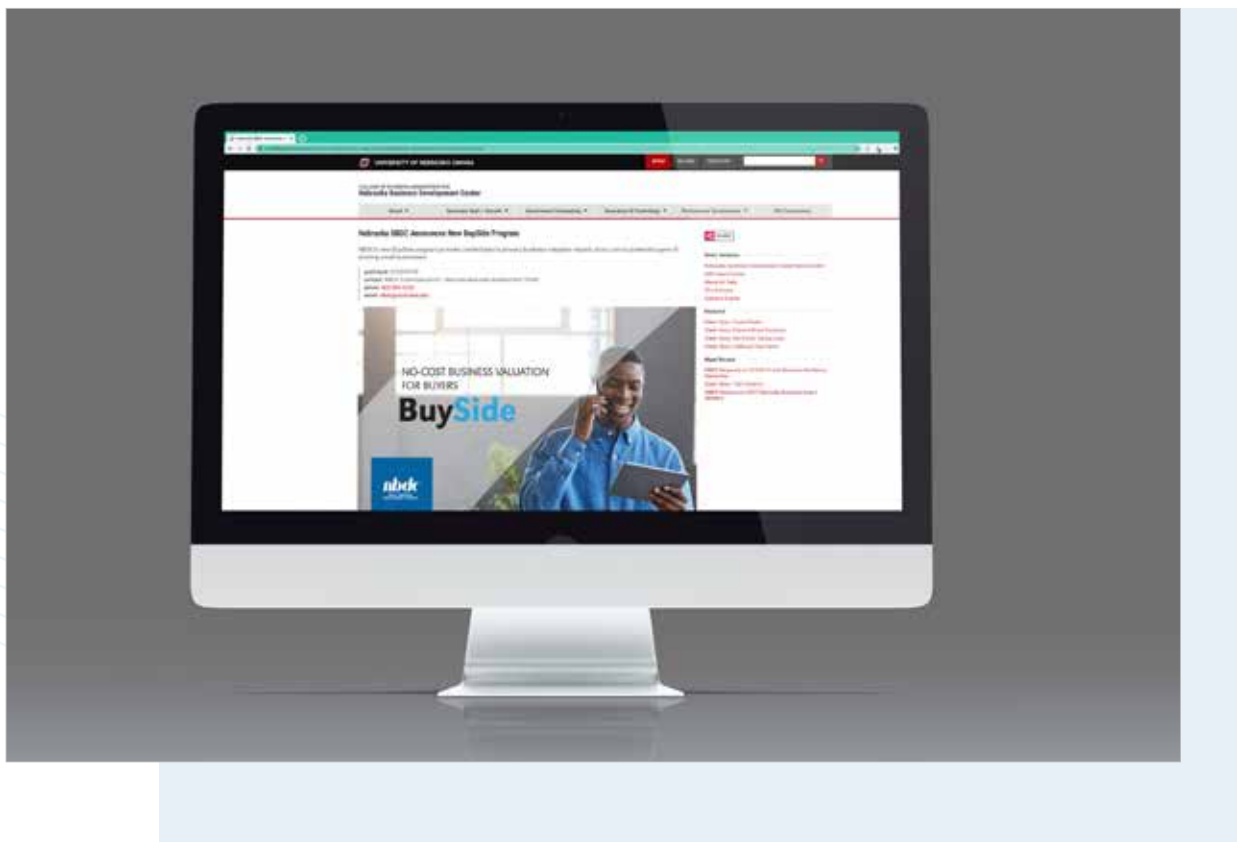
What are News Articles?

Chapter 4

News Articles

News Articles are time-sensitive, newsworthy stories that are featured in our News section of the NBDC News Center. These include announcements, service updates, new hires/promotions, award winners, etc. By creating an article on our site, we can now share the link in an email, social media post on other websites or university pages. UNO's *Maverick Daily*, the daily email that goes out to faculty and staff, can access these pages and easily share in the email.

- News Articles are displayed as a webpage on the NBDC News Center.
- News Articles added to the News section of the NBDC News Center automatically display on the NBDC homepage in the News and Events area.



COLLEGE OF BUSINESS ADMINISTRATION
Nebraska Business Development Center

About

Business Start & Growth

Government Contracting

Innovation & Technology

Professional Development

NO Connections

Nebraska SBDC Announces New BuySide Program

NSDC's new BuySide program provides credentialled summary business valuation reports at no cost to potential buyers of existing small businesses.

published: 2020/09/08

contact: NSDC Communications - Nebraska Business Development Center
phone: 402.554.5232
email: nbdcenter@unomaha.edu



Omaha, Nebraska – Nebraska Small Business Development Center (SBDC), a program of **Nebraska Business Development Center** (NBDC), is pleased to announce BuySide, a new initiative program to provide no cost business valuation services to support business transition and acquisition.

Not all entrepreneurs start a business. An existing business may offer a better path to success. Potential buyers need timely, reliable information to evaluate an opportunity, make an offer decision, negotiate purchase agreements, or apply for bank financing to support an acquisition.

BuySide will provide credentialled summary business valuation reports at no cost to potential buyers of small businesses. At a cost savings of \$1500, this is a great value for the prospective business owner looking at purchasing an existing business.

The reports are developed to a Fair Market Value standard. They are appropriate for opportunity investigation, performance analysis, purchase agreement development or negotiations between buyer and seller, and support of some lender financing requests.

The summary reports are a scaled-down version of the **Comprehensive Business Valuation** reports NBDC provides as paid engagements. While the summary reports may not be used to meet SBA loan requirements, they are suitable for many traditional commercial financing purposes.

BuySide reports include consideration of appropriate asset, income and market approaches and methods of valuation development. Each report is individually prepared by an experienced, credentialled valuation professional.

"2020 has demonstrated how important it is to be adaptive and proactive. To create and provide new solutions that help small business owners in a wider range of business environments. Thinking like a small business owner, we must be able to streamline processes and expand access to our clients. That is why the BuySide program is so important. By offering a no-cost business valuation option, we are one step closer to helping entrepreneurs achieve their goals of entering business ownership, as well as contributing to our economy," said Orlene Ingersoll, Nebraska SBDC Center Director.

The BuySide program is available at any of the nine SBDC service centers across Nebraska. Locations include Omaha, Lincoln, Wayne, Grand Island, Kearney, North Platte, McCook, Scottsbluff and Chadron. As with all consulting services at NBDC, the BuySide program and services are completely confidential.

For more information about the BuySide program, [Click Here](#). Orlene Ingersoll is also available to discuss the program in more detail: 308.865.8244 or ingersoll@unomaha.edu. To get started with the BuySide program or any of our confidential business consulting, visit the [SBDC Directory](#) to find the nearest consultant.

NEWS

News Sections

[Nebraska Business Development Center News Center](#)
[LNO News Center](#)
[MoveOut Daily](#)
[The Bulwark](#)
[Campus Events](#)

Featured

[Chief Story: Sound Works](#)
[Chief Story: Kanes Office Solutions](#)
[Chief Story: North End Telecenters](#)
[Chief Story: Callaway True Value](#)

Most Viewed

[NBDC Responds to COVID-19 with Business Resilience Resources](#)
[Chief Story: Tally Creative](#)
[NBDC Announces 2019 Nebraska Business Award Winners](#)

About NBDC

The Nebraska Business Development Center (NBDC) helps Nebraska businesses start, grow and develop, by strengthening Nebraska businesses for a healthy economy and prosperous communities. NBDC is a University of Nebraska at Omaha center that provides confidential consulting business development services across Nebraska to entrepreneurs and business owners for the life cycle of their business. NBDC partners with the University of Nebraska-Lincoln, University of Nebraska at Kearney, University of Nebraska-Milwaukee Center, Wayne State College, and Chadron State College to deliver its services statewide. The U.S. Small Business Administration (SBA), the U.S. Defense Logistics Agency (DLA), the U.S. Department of Commerce (DCA), and other federal, state and private organizations support NBDC. Visit nbdcenter.unomaha.edu for more information.

If you have a story idea, news tip or event, please contact:

Jim Decker, Communications Manager, Nebraska Business Development Center
jim.decker@unomaha.edu | 402.554.5633

Connect with us!



Nebraska Business Development Center

CONTACT US

Nebraska Business Development Center
College of Business Administration
Maverick Hall, 300
1700 Pine Street
Omaha, NE 68182
402.554.2321
nbdcenter@unomaha.edu



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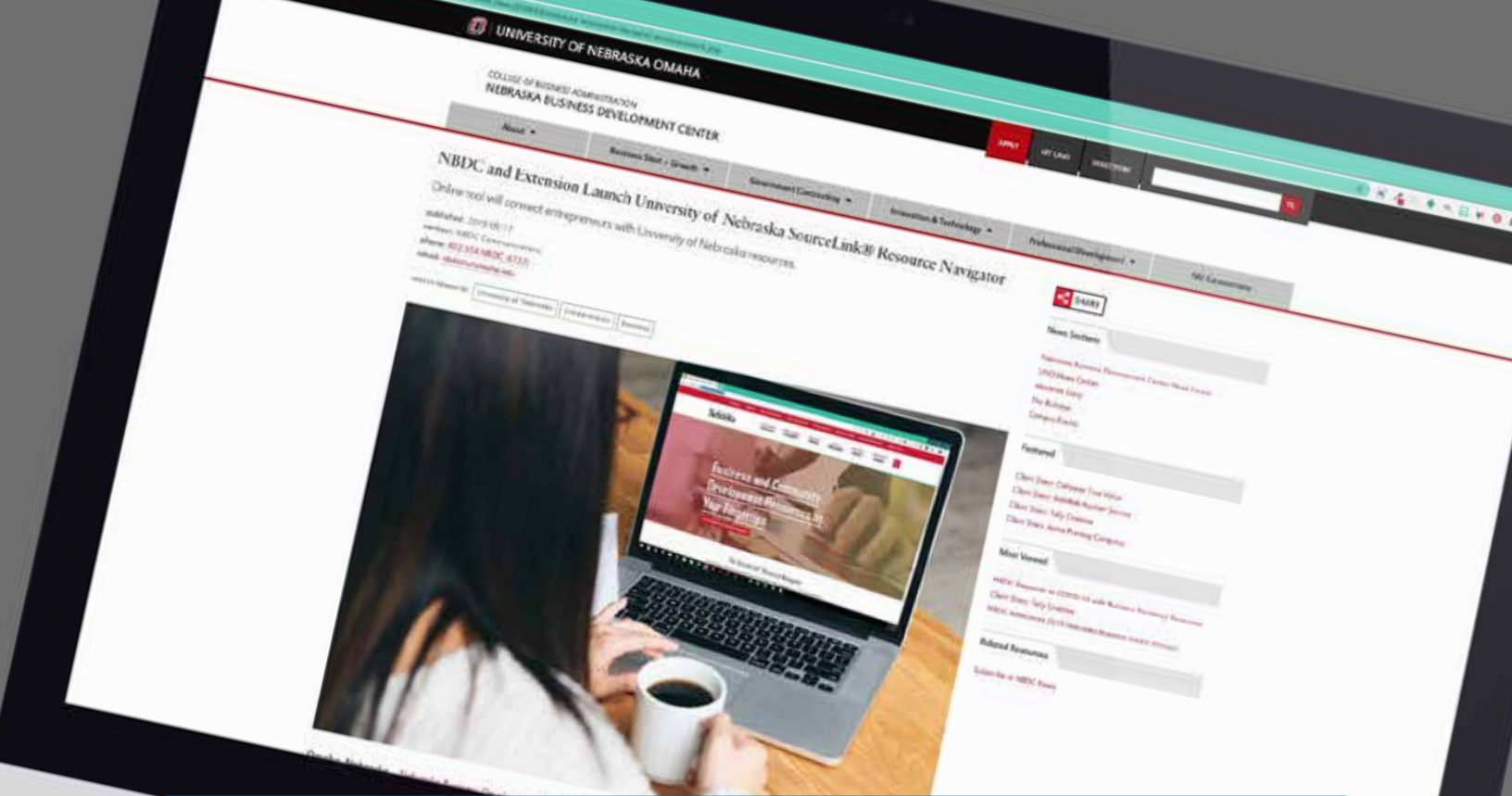
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[University of Nebraska System](#)



CHAPTER 05

Press Releases

What are press releases?

Chapter 5

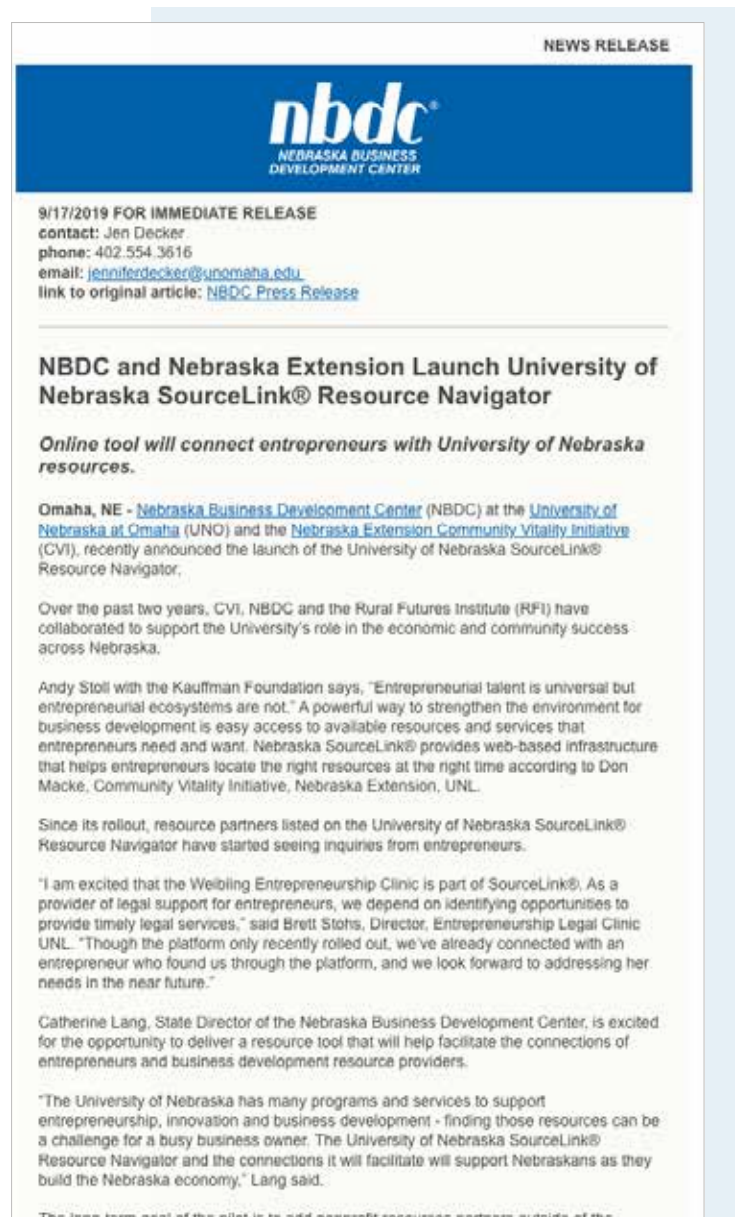
Press Releases

This is similar to a News Article, however, the intent is to share it via email to the Media Outlet* contacts. The goal is that the story will be picked up and shared by a Media Outlet to gain exposure and reach. A Press Release sent out via email will also exist as a News Article in the News section on the NBDC News Center. However, not all News Articles will be shared with Media Outlet Contacts. Media Outlets rarely pick up Press Releases. This news has to be high value.

There is a certain format required for the copy within the Press Release.

Press Release Format:

- Contact information and “For Immediate Release” at the top
- Title and italicized subheading to summarize the news
- News location and newspeg in opening line
- 2-3 paragraphs to add Information
- 1-2 Quotes from key stakeholders
- A “###” at the end
- Company description at bottom - also called the Boilerplate



NEWS RELEASE

nbdc
NEBRASKA BUSINESS
DEVELOPMENT CENTER

9/17/2019 FOR IMMEDIATE RELEASE
contact: Jen Decker
phone: 402.554.3616
email: jenniferdecker@unomaha.edu
link to original article: [NBDC Press Release](#)

NBDC and Nebraska Extension Launch University of Nebraska SourceLink® Resource Navigator

Online tool will connect entrepreneurs with University of Nebraska resources.

Omaha, NE - [Nebraska Business Development Center](#) (NBDC) at the [University of Nebraska at Omaha](#) (UNO) and the [Nebraska Extension Community Vitality Initiative](#) (CVI), recently announced the launch of the University of Nebraska SourceLink® Resource Navigator.

Over the past two years, CVI, NBDC and the Rural Futures Institute (RFI) have collaborated to support the University's role in the economic and community success across Nebraska.

Andy Stoll with the Kauffman Foundation says, "Entrepreneurial talent is universal but entrepreneurial ecosystems are not." A powerful way to strengthen the environment for business development is easy access to available resources and services that entrepreneurs need and want. Nebraska SourceLink® provides web-based infrastructure that helps entrepreneurs locate the right resources at the right time according to Don Macke, Community Vitality Initiative, Nebraska Extension, UNL.

Since its rollout, resource partners listed on the University of Nebraska SourceLink® Resource Navigator have started seeing inquiries from entrepreneurs.

"I am excited that the Weibling Entrepreneurship Clinic is part of SourceLink®, As a provider of legal support for entrepreneurs, we depend on identifying opportunities to provide timely legal services," said Brett Stohs, Director, Entrepreneurship Legal Clinic UNL. "Though the platform only recently rolled out, we've already connected with an entrepreneur who found us through the platform, and we look forward to addressing her needs in the near future."

Catherine Lang, State Director of the Nebraska Business Development Center, is excited for the opportunity to deliver a resource tool that will help facilitate the connections of entrepreneurs and business development resource providers.

"The University of Nebraska has many programs and services to support entrepreneurship, innovation and business development - finding those resources can be a challenge for a busy business owner. The University of Nebraska SourceLink® Resource Navigator and the connections it will facilitate will support Nebraskans as they build the Nebraska economy," Lang said.

The long-term goal of the pilot is to add nonprofit resources partners outside of the

*Media Outlet (the Press) includes Nebraska newspapers, radio, and tv news stations.



9/17/2019 FOR IMMEDIATE RELEASE

contact: Jen Decker
 phone: 402.554.3616
 email: jenniferdecker@unomaha.edu
 link to original article: [NBDC Press Release](#)

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The long-term goal of the pilot is to add nonprofit resources partners outside of the university system & include a people-powered call center, blog postings, and a calendar for regional and state events. Connecting entrepreneurial resources to communities, schools, and entrepreneurs is the intent of the Nebraska Entrepreneurship Initiative.

To check out the tool, navigate to nebraska.edu/sourcelink. For questions regarding the tool or the above initiatives, please contact Connie Hancock with CVI: chancock1@unl.edu or 308.235.9442.

###

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Follow NBDC:



Nebraska Business Development Center, 6706 Pine Street, 200 Mammel Hall, Omaha, NE 68182, United States, 402-554-NBDC (6232)
nebraska.edu/nebraska

1

Title and italicized subheading to summarize the news

2

Contact information and "For Immediate Release" at the top

3

News location and newspeg in opening line

4

2-3 paragraphs to add information

5

1-2 Quotes from key stakeholders

6

A "###" at the end

7

Company description at bottom - also called the Boilerplate



Did you know: The News Articles that are on the NBDC News Center follow this same format?



CHAPTER 06

Procedures

How do we create and share this content?

Procedures

In order to create content, we need to understand who does what and when. Let's dive in to see what the current process is for obtaining and sharing NBDC news and stories with the public.

Digital Communications Team:

- Ellen Lincoln: print design, website, contract writer coordination
- Jen Decker: website, email, social media
- Jerry Parriott: leadership, schedule management
- Nick Schinker: contract writer

Client Story and Program Highlight Story

NBDC uses an editorial calendar to plan for stories a year in advance. This calendar/schedule is a guide for staff accountability and expectations. However, as events and new opportunities present themselves, it's important to be flexible so we can share the most relevant stories as they happen. At minimum, we should have two new stories each month.

1. Leadership meets to assign Client Stories & Program Highlight Stories for the upcoming calendar year. Typically 2 stories/month.
2. Initial Identification Due. This is the date Ellen contacts the Program/Consultant to identify the Client (Client Story) or Topic (Program Highlight Story).
 - a. Client Stories: Consultant contacts their Client to obtain consent for story. With consent:
 - i. Client is informed they will be contacted by our Contract Writer and interviewed.
 - ii. Consultant asks the Client to provide a high resolution image that

13 months					
Publication & Presentation Month	Program	Consultant	Client or topic	Identification due date	NB Meetin
January	SBDC	Aretha	Enlighten	8-Dec-20	11-Je
	PTAC	Meghann	Genesis		
February	NBDC	Cathy	CARES Act	4-Jan-21	8-Fe
	SBDC	Craig	Client		
	Sourcelink	Scott	Program		
March	NBDC	Cathy	Awards	8-Feb-21	15-M
					Qrtly
April	PTAC	Veronica	Program (video)	8-Mar-21	12-Aj
	SourceLink	Scott	Program		
	SBDC	Aretha	GA's (all GA's)		
May	SBDC	Charlie	Client	1-Apr-21	10-M
	FAST	Laura	Tech Transfer Day		
	NBDC	??	EEC/Partnerships		
June	SBDC	Spencer	Client	10-May-21	8-Ju
	PTAC	Quentin	Client		Qrtly
	SourceLink	Scott	Program		
July	PTAC	Meghann	Client	7-Jun-21	12-Ji
	FAST	Sara	Ag Innovation		



Chapter 6 continued. . .

- showcases their business, staff, signage, etc.
- b. Consultant provides to Ellen: Client's business name, point of contact, email, phone number and address. Ellen shares this with the Contract Writer.
 3. Contract Writer will interview all parties involved: NBDC staff, clients or partners and draft the story for Ellen. Approximately 2 weeks for turnaround.
 4. Ellen shares submitted story with NBDC staff and/or Client for approval.
 - a. Client Stories require a signed media release via Adobe Sign and Ellen files accordingly.
 - b. Updates Client Stories spreadsheet.
 5. Once story is approved, Jen creates a webpage for story using the News Article template to be displayed on the NBDC News Center.
 - a. Client Stories are added to the *Featured* section.
 - b. Program Highlight Stories are added to the *Program Highlights* section.
 - c. Order: newest story first.
 - d. Both Client and Program Highlight Stories are available in a professionally designed pdf format. Requests for those go to Ellen.
 6. Jen creates NBDC Newsletter using email template in HubSpot. Each month, the new stories are applied to the newsletter.
 7. Jen sends approved NBDC Newsletter email to stakeholders and subscriber list in HubSpot per the editorial calendar.
 8. Jen updates NBDC Homepage with new stories each month.
 9. Consultant/Program presents their stories at the staff meeting/quarterly meeting per editorial calendar.



View in browser

nbdc
NEBRASKA BUSINESS DEVELOPMENT CENTER

BUSINESS SUCCESS & ECONOMIC IMPACT June 2022

Client Story: Callaway True Value

NBDC client goes from employee to owner with the purchase of Callaway True Value.

[READ MORE](#)

Program Highlight: Information and Technology Program Presents Methodology Series to Further Innovation

Wendy Kennedy series "So what? Who cares? Why you?" methodology to explore the business value of new ideas in a peer-to-peer setting.

[READ MORE](#)

Chapter 6 continued. . .



News Article

News is time sensitive. We strive to be very flexible with getting relevant and timely information out to the public. Below outlines the current procedures for News Articles.

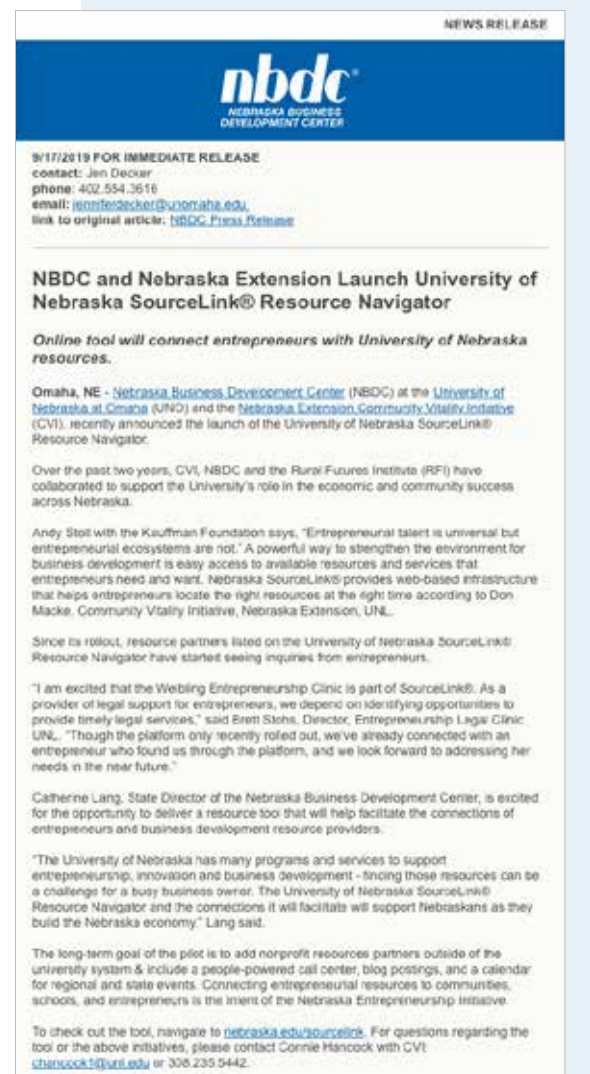
1. Requests for News Articles go to Jen.
2. The Requester needs to provide to Jen the details:
 - a. Who, what, where, when, why, how.
 - b. Suggested copy or summary.
 - c. Quotes, links or files to help support the News Article.
3. Jen creates a webpage for the News Article using the News Article template. Images must be 1200x800 pixels per University Communications.
4. Jen writes and formats article and publishes webpage to the News section of the NBDC News Center.
5. News Article URLs are shared via:
 - a. NBDC Newsletters & transactional emails
 - b. Social Media
 - c. Maverick Daily (UNO Staff & Faculty Newsletter)
 - d. Partner websites/Partner Social Media

! *The NBDC Newsletter can include Client Stories, Program Highlight Stories and News Articles*

Press Release

Press Releases take the traditional web-based News Article a step further. The copy from the online News Article is applied to the Press Release email template in HubSpot to be emailed to our Media Outlet Contact lists. We've been advised to limit our Press Releases to high-value content.

1. Requests for Press Releases start with Jen.
2. Media Contacts are grouped by city. Requests require targeted cities.
3. Same instructions for a News Article applies.
4. Jen will publish News Article on NBDC News Center and email Press Release to Media Contacts.





CHAPTER 07

Closing

Final Thoughts

Chapter 7

Closing

Having a unified communications guide will support our efforts to continue to promote NBDC programs, services, news and share our clients' success with the public and our stakeholders.

With technology advancements, staff turnover, updated vocabulary, program changes, as well as, changes to NBDC objectives, it is advised this document be reviewed on an annual basis and if necessary, updated and shared with the NBDC team.

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