



NEWS RELEASE

THE STATE UNIVERSITY *of* NEW YORK

SUNY Press Release Template Times New Roman 12pt Bold for Headline

For subordinate headline(s), if any, use 12pt Times New Roman Italic

Contact: David Henahan, David.Henahan@suny.edu

Office of Public Relations

State University of New York

State University Plaza, Albany, NY 12246

518-443-5311

www.suny.edu

For Immediate Release: Day, Month (abbreviate) Date, Year (Thursday, Jan. 25, 2008)

Dateline – Use the city where the news occurs. Most often, this will be Albany or New York City. However, the city or town of a campus may be appropriate.

The font for contact, Web site address, and body of the release is 12 pt. plain Times New Roman.

The Web site address is a hyperlink. Bold the release date line. Also use hyperlinks throughout the release, when appropriate, to provide additional information.

For campus names, on the first reference, use the formal name approved by the Board of Trustees. For the second reference and thereafter, use the board-approved short version.

On first reference, write out State University of New York. Use SUNY thereafter. Do not use parenthesis.

SUNY press releases follow the Associated Press Stylebook. However, for members of the Board of Trustees, the chancellor, the chancellor's senior staff and campus presidents, abbreviated titles will be used before the last name on second reference.

Full titles are used on first reference. For example: On first reference use SUNY Chancellor Dr. Nancy L. Zimpher or State University of New York Chancellor Nancy L. Zimpher, depending on whether or not SUNY is first or second reference. Use Chancellor Zimpher thereafter.

Also: SUNY Provost Dr. Risa I. Palm, or State University of New York Provost Dr. Risa I. Palm. Use Provost Palm thereafter.

Section Headings should be Bold and left justified. See “**About the State University of New York**” below.

Below is the release footer as of June 2009.

About the State University of New York

The State University of New York is the largest comprehensive university system in the United States, educating some 440,000 students in 7,669 degree and certificate programs on 64 campuses. To learn more about how SUNY creates opportunity, visit www.suny.edu.

-30-