

Be a celebrity in your own hometown!

Well, “celebrity” might be overstating it, but your old high school teachers, Cub Scout leader, coach, grandparents, parents and friends want to share in your success at MSOE. That is why MSOE regularly sends out positive news about you to your HOMETOWN NEWSPAPER for publication.

What is a hometown newspaper?

A hometown paper is a local newspaper, usually published weekly (some daily) that specializes in carrying information about its local citizens. It is usually delivered by subscription or for sale at your local grocery store.

For those who live in a small town, your hometown paper probably covers several nearby towns or even encompasses a whole county. For those who live within the city limits of a large city such as Milwaukee, Minneapolis or Chicago, a hometown paper is a neighborhood paper. Most Chicago neighborhoods DO have a local paper; most Milwaukee neighborhoods do not. **The Chicago Tribune, Milwaukee Journal Sentinel, Minneapolis Star Tribune and other major daily newspapers do not publish hometown college news.**

What does MSOE send to the newspapers?

We do not send out “bad news,” only good news such as when you receive a scholarship (no dollar amount is given), when you make the Dean’s List or when you graduate. Information would include your name, hometown, parents’ names, and major field of study.

As your MSOE career progresses, you will likely become involved in team projects, competitions (examples are: SAE Aero Design team, chess team, Construction Management contest or Concrete Canoe team) or volunteer work (such as Circle K). When our office receives information about these projects, we like to publicize it and give our students recognition for all the terrific things they do. When you are involved in an activity that you think would be of interest to the community, drop Marketing and Public Affairs an e-mail.

When will I see the news in my hometown paper?

Scholarships, Dean’s and Graduates lists are compiled by the Registrar’s Office and then sent to hometown newspapers by the Director of Media Relations 2-3 weeks after the end of the quarter. Once the news reaches your paper, it usually takes 1-4 weeks to be published, but can vary widely. These are not paid advertisements and are published as space permits at the total discretion of the newspaper.

If you made the Dean’s List and six weeks have passed without anything appearing in your hometown paper, contact Marketing and Public Affairs and we will re-send your news:

Director of Media Relations
MSOE Marketing and Public Affairs
Phone: (414) 277-7117

What do I need to do to have MSOE send out information about me?

FILL OUT THE ACCOMPANYING HOMETOWN NEWS RELEASE FORM.

What do I do if I do NOT WANT MSOE send out information about me?

FILL OUT THE ACCOMPANYING HOMETOWN NEWS RELEASE FORM.

MSOE HOMETOWN NEWS RELEASE FORM
(An accompanying letter describes this release form)

Check one:

I **DO NOT** want information about me sent to the media or my hometown newspaper.

I **DO** want information about me sent to the media or my hometown newspaper.

TODAY'S DATE

YOUR FULL STUDENT NAME

YOUR HOMETOWN (City, State, ZIP)

YOUR HOMETOWN NEWSPAPER

Please note that the Chicago Tribune, Milwaukee Journal Sentinel, Minneapolis Star Tribune and other major daily newspapers do not publish hometown college news.

YOUR SIGNATURE

If you filled out a form indicating you do not want your directory information released, and if you indicate on this form that you want information released to newspapers, this form will override the directory information restriction.

RETURN THIS FORM TODAY TO YOUR ADMISSION COUNSELOR (new students) or the REGISTRAR'S OFFICE (current students)

(Admissions and Registrar, please return to Marketing and Public Affairs for newspaper address)

PAGE TWO OF TWO