

Working with the Early Bird

A helpful guide for making the most of your content and ensuring a committed readership.

The Early Bird is the official means of communications for Metropolitan State University of Denver faculty members, staff members and student-employees. The daily employee-engagement email provides the campus community with news it can use, including updates on the University's strategic goals, priorities and events.

The publication is sent to all MSU Denver employees each weekday, except for days when the University is closed for holidays or seasonal school breaks.

All content within the Early Bird must be:

1. Relevant and valuable to MSU Denver employees.
2. Reflective of the University's brand, mission, vision and values.
3. Reflective of the Early Bird's editorial style and tone.
4. Professional, accessible (meeting Americans With Disabilities Act [ADA] standards) and grammatically correct.
5. Submitted at least three business days in advance of the requested publishing date (or one week in advance for events).

Please note that due to editorial standards and limited capacity, not all requests can be accommodated as originally submitted. If the Early Bird cannot accommodate your original request, internal communications staff members may recommend different communication tools or channels and will do their best to work with you on finding an equitable and timely solution for your needs.

Early Bird content will never include:

1. Solicitations and external commercial advertisements.
2. Messages promoting political perspectives that do not align with MSU Denver's goals or that intentionally exclude political perspectives.

Understanding MSU Denver audiences:

If content is primarily student-facing:

Contact [The Runner](#), MSU Denver's official means of communication for students.

If content is primarily employee-facing:

The Early Bird will likely be able to accommodate your communication request.*

Consider these initial guidelines:

1. AP Style is the University's official style guide but is superseded by a more succinct in-house style guide, mostly for concepts and terms that are specific to the organization.

2. Initial content submission is subject to Early Bird staff line edits and copy edits.
3. Provided quotes must always be approved by the speaker before submission.
4. Edited pieces will be returned to the original authors or quoted speakers for approval/awareness.
5. Short and succinct articles of 250-350 words are generally most successful, but longer-form articles are also acceptable with an ideal limit of 500 words.
6. The Early Bird aims to provide original authors and anyone quoted with a minimum of 24 hours to approve edits.
7. It is likely that not all edit requests submitted by the authors in the second round will be approved, as the University must ensure that copy aligns with style guides, tone and journalistic best practices.
8. Factual edits and error corrections can be made to text after publishing as needed.
9. Cross-posting on applicable University pages and sharing articles internally and externally (as appropriate) is encouraged.

To submit a feature within a preexisting Early Bird series:

1. [Roadrunner Shoutouts](#)
 - i. [Complete the nomination form.](#)
2. Faculty Citings
 - i. [Submit a Service Request Form.](#)
 - ii. Note that the submission is for Faculty Citings.
 - iii. Include your name, title, department, title of published work, co-authors (if applicable), where your work was published and any relevant links.
3. Kudos
 - i. [Submit a Service Request Form.](#)
 - ii. Note that the submission is for Kudos.
 - iii. Include the name, title and department of the Kudos recipient and a three- to four-sentence description of their accomplishment.
4. [Professor's Room](#)
 - i. [Submit a Service Request Form.](#)
 - ii. Note that the submission is for the Professor's Room.
 - iii. Include the name, title and department of your nominee and a three- to four-sentence description of what makes them and their spaces a good fit for the series.

To submit a single/standalone Early Bird feature/article:

1. Fully written content is welcome but not necessary.
2. A three-sentence minimum summary of the requested content is required for all Early Bird features.
3. Promotional flyers are rarely featured within Early Bird articles but can be extremely helpful for content creation. If you have flyers, links and/or images

applicable to your content, please share them in your article request. All graphics, PDFs, etc., should be proofed for accessibility.

Submit an Early Bird article request [here](#).

To request a new Early Bird series:

Requesters must submit a plan for content generation/submission/management that answers the following questions:

1. Who is your audience?
2. Is this content that is currently missing from the Early Bird?
3. Why would this series be a valuable addition to the Early Bird?
4. What topics would this series explore?
5. How often do you expect to publish articles within this series?
6. Do you have the capacity to provide regular content that meets the Early Bird's editorial standards?
7. Do you anticipate any barriers to developing/managing/submitting content, and will you need support from the Early Bird staff?

Submit an EB series request by completing the [Service Request Form](#).