



Wednesday, July 11, 2001

Get more news from www.oakland.edu every day

Oakland University launched a new and improved **News & Information** site, accessible from the university's News & Info button (or www3.oakland.edu/oakland/newsinfo). The new site – **The News @ OU** – builds on the existing home page news articles and offers more comprehensive coverage of university news. Not only does the site provide visitors with more up-to-date news, it also offers a collection of information links to make it easier for visitors to find the information they need.

The home page stories and news site are popular features of Oakland's Web page. On average, nearly 2,000 people visit the site each month. Feedback from on- and off-campus visitors indicates the site provides useful information. The new site will offer more now and the ability to expand with the needs of the university and its audiences.

The News @ OU will include four to six articles, increasing the number that appear on the home page, and include the first sentence of the article so visitors can decide if they want more in-depth information. The new site features room for up to 10 headlines, expanding the amount of news available on one Web page.

This revamped News & Info site includes the information links available on the previous site, such as the campus calendar, OU Magazine, media contacts, Speakers Bureau and Experts Guide. New information links include: local weather, campus map, faculty and student directory, athletics and The Oakland Post, OU's student newspaper. Information links will be added frequently to make the News & Info site useful and helpful to all site visitors.

University Communications and Marketing will maintain **The News @ OU**, posting new articles and photos frequently. Communications & Marketing encourages OU departments to use **The News @ OU** articles on department Web pages. If you have a news tip, story idea or suggestions, please contact Kim (Korienek) Popiolek, Web editor, at korienek@oakland.edu or thenews@oakland.edu.

SUMMARY

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Created by CareTech Administrator (webservices@caretechsolutions.com) on Wednesday, July 11, 2001

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