



Monday, January 26, 2004

Oakland University updating Experts Guide

As part of the Media Relations Department's continuing effort to place OU faculty in the news as experts in their field, they have developed the **Oakland University Experts Guide** as a resource for reporters.

"We currently have a version of the Experts Guide on OU's Web site, however, this version is out of date, and we would like to both update and expand the Experts Guide so we may have an even greater resource for reporters," says Ann Ruppenthal, assistant director of Media Relations.

Both the OU community and external community use the **Experts Guide** as a resource.

"Members of the media often call asking to speak with an expert in a specific area," Ruppenthal said. "Our hope is that they will use this tool directly, and in turn, OU faculty members will be called first for their insight on a particular topic."

To successfully update the Experts Guide, faculty members are asked to fill out the **Experts Guide Form**, which is available on the OU News site. The form can be submitted online or printed, filled out and then mailed to the Communications and Marketing Department, 433 Varner Hall.

For more information on the **Experts Guide**, contact Ted Montgomery at (248) 370-4346 or <mailto:tmontgom@oakland.edu> or Ann Ruppenthal at (248) 370-4345 or ruppenth@oakland.edu.

SUMMARY

As part of the Media Relations Department's continuing effort to place OU faculty in the news as experts in their field, they have developed the Oakland University Experts Guide as a resource for reporters. To update the Experts Guide, faculty members are asked to fill out the Experts Guide Form, which is available on the OU News site. The form can be submitted online or printed, filled out and then mailed to the Communications and Marketing Department, 433 Varner Hall.

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