University Advancement Orientation

Office of Public Relations

Andrea Farquhar
Assistant Vice President
Public and Government Relations
About the Office of Public Relations


The Office of Public Relations oversees a variety of areas including:

- media relations
- government relations
- community relations
- Marketing
- Branding
- internal communications
- development communications
- issues management.
Contact Us:

- **By Phone:**
  905-525-9140 ext. 24073
  ethers@mcmaster.ca

- **Mailing Address:**
  Chester New Hall, Room 111
  McMaster University
  1280 Main Street West
  Hamilton, ON L8S 4L9

- **By Fax:**
  905-521-1504
Media Relations

- **Experts Guide**

  McMaster's faculty members are pioneering researchers and insightful commentators. Whether providing clear explanations of their own breakthroughs or balanced views of developments in their fields, you can count on our experts to be at the cutting edge of the latest research.

- We have an extensive and pro-active media relations program. Please call media relations if you have a story idea or if you are contacted by the media.

- **Contact:**
  Michelle Donovan
  905-525-9140 ext. 22869
  donovam@mcmaster.ca
Broadcast Services at McMaster

- McMaster University offers local, national and international broadcast outlets immediate and easy access to a comprehensive list of academic experts with the use of its state-of-the-art camera facility located in the DeGroote School of Business. The studio is also used for media training.
Government Relations

- McMaster continues to strengthen its role with all three levels of government. Strong government relations activities support the University’s goals and are a strategic priority for the President and the Board of Governors.

- For general inquiries please contact:
  Andrea Farquhar
  Director, Public & Government Relations
  905-525-9140, ext. 23658
  farquhar@mcmaster.ca
Development Communications

- Philanthropic gifts are vital to the health and continued growth of the entire University.
  The development communications team works with the various units in University Advancement to produce materials that support their activities. This ranges from creating fundraising proposals, ancillary items like brochures, project descriptions, direct marketing pieces, and communication materials pertaining to the overall communications strategy for the University.

- For general inquiries please contact:
  Shelly Easton
  Public Relations Manager
  905-525-9140, ext. 24897
  eastons@mcmaster.ca
The Daily News

http://dailynews.mcmaster.ca/

- The Daily News is McMaster's daily electronic source for information. This award-winning site contains daily news of University events and activities, news from the wider post-secondary education sector, hotlinks to frequently accessed news, University and government Web sites, and a comprehensive listing of current events under a fully searchable Calendar of Events.

- **Contact information:**
  905-525-9140, ext. 26958
daily@mcmaster.ca
McMaster Times

The McMaster Times is McMaster University's news magazine for alumni and friends, published twice per year (Spring & Fall) by the Office of Public Relations.

Contact Information:
- For submissions or editorial enquiries, contact: mactimes@mcmaster.ca
- For advertising enquiries, contact: Sandra Rodwell 905-525-9140, ext. 24073 ethers@mcmaster.ca
Social Media

- The University’s official Facebook site continues to grow. It’s a great resource to stay connected with activities on campus and University news. You can find the site at:
  www.facebook.com/mcmasteruniversity

- The University also has two official Twitter feeds:
  www.twitter.com/dailynewsatmac
  www.twitter.com/mcmasterupdates

- The University’s official YouTube Channel:
  http://www.youtube.com/user/McMasterUTV

- The University’s official Flickr Photo Gallery:
  http://www.flickr.com/photos/mcmasterdailynews
McMaster Brand

McMaster’s brand is focused on the University as a place of innovative teaching, learning and research. The Office of Public Relations supports the brand’s development in many ways including the application of McMaster’s brand standards and visual identity. A number of tools are in place to assist units across the University with this work.

- McMaster Communications Tools:  
  http://brandtools.mcmaster.ca/

- Web Templates & Style Guide
- Brand Manual
- Writing Style Guide
- McMaster University Banner and Lamp Standard Signage
- McMaster Brand Policy for Advertising, Publications, & websites
- Document Templates
Community Relations


- McMaster University is bordered on three sides by residential neighbourhoods, so cooperative relationships and communication are integral facets to a mutually beneficial partnership. Relations with our neighbours are very important to us, and the University takes steps to ensure that these relations are as positive as possible. On this website, you will find helpful contact information for Hamilton, McMaster and the local community, McMaster's Neighbourhood Update newsletters, Daily News stories relevant to the community, and information on the President's Advisory Committee on Community Relations (PACCR).

- For general inquiries please contact:
  
  Gord Arbeau
  Director, Public Relations
  905-525-9140, ext. 27305
  arbeaug@mcmaster.ca