



Ohio State News delivers timely, trustworthy news that connects you to the university's influence on you, your community and your world. We bring you exclusive coverage of developments on and around campus, meaningful scientific discoveries, national and global issues, the arts and Ohio State sports.

### Guiding Principles:

1. One key competitive advantage in the online news market is our ability to provide the user with an online experience **free of marketing** (with the possible exception of marketing our own product in a limited way) and designed with readability, portability and ease of sharing as top priorities.
2. Our **insider status** affords us the ability to be first to report all news related to The Ohio State University. We are the outlet that others follow.
3. We stake our success on a strategy that focuses not just on stellar content, but on a web of **connections** that will elevate our status as a trusted, timely and useful source of news about Ohio State's impact on the community, the nation, and the world.
4. **Aggregation** is essential to our success. We will choose and share top-quality content from other university partners, and from the Associated Press and other news media.
5. **Timeliness.** Readers' perception of us as a go-to news source depends on current, regularly updated stories, photos, video and other features. We should include a timestamp.
6. Ohio State News will be heavily **branded**, reinforcing who we are to our readers. Our logo should carry over to various platforms, reminding news consumers where that excellent content came from.
7. Our news operation isn't just about the written word on a website. It's about video, slideshows, interactive features and other **multi-media** efforts that will evolve as technology evolves.

### Brand Pillars:

#### *Intellectual:*

- Useful
- Definitive
- Smart
- Reliable

- Dynamic

***Emotional:***

- Trustworthy
- Rooted
- Inclusive
- Inspiring
- Connected