

# New Media at Missouri State University

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## New Media Goals and Challenges

- Goals
  - Connect with audiences online, especially prospective students, athletic fans and alumni
  - Provide content for other sites and media to reuse
  - Repurpose content for different audiences to unite the message
- Challenges
  - New media as part of a cohesive public relations/marketing effort
  - Requires a culture change – think electronic before print
  - Requires that you're active and part of the community

## Video Streaming and Distribution

- Missouri State Bears: [www.missouristate.edu/bearslive](http://www.missouristate.edu/bearslive)
- Missouri State YouTube: [www.youtube.com/missouristate](http://www.youtube.com/missouristate)
  - Web Press Demo: [webpress.missouristate.edu](http://webpress.missouristate.edu)
- iTunes U: [itunesu.missouristate.edu](http://itunesu.missouristate.edu)
  - A Lesson in Landmines: [www.missouristate.edu/landmineslesson](http://www.missouristate.edu/landmineslesson)
  - My Missouri State Promo: [www.missouristate.edu/currentstudents](http://www.missouristate.edu/currentstudents)

## Podcasting

- iTunes U: [itunesu.missouristate.edu](http://itunesu.missouristate.edu)
  - Missouri State Journal
- Reusing Content
  - Web Developers Users' Group: [www.missouristate.edu/web/65200.htm](http://www.missouristate.edu/web/65200.htm)
  - RSS Feed into Blog: [blogs.missouristate.edu/web](http://blogs.missouristate.edu/web)

## Social Networking

- Missouri State University on Facebook: [www.missouristate.edu/facebook](http://www.missouristate.edu/facebook)
- Twitter: [twitter.com/missouristate](http://twitter.com/missouristate)
  - TwitterFeed: [twitterfeed.com](http://twitterfeed.com)

## Blogging – or not

- Blogs: [blogs.missouristate.edu](http://blogs.missouristate.edu)
- College of Arts and Letters: [blogs.missouristate.edu/coal](http://blogs.missouristate.edu/coal)
- Web and New Media: [blogs.missouristate.edu/web](http://blogs.missouristate.edu/web)
- Out in Front: [blogs.missouristate.edu/outinfront](http://blogs.missouristate.edu/outinfront)
- Financial Outlook: [www.missouristate.edu](http://www.missouristate.edu)

## Other Ideas

- University Web Developers: [cuwebd.ning.com](http://cuwebd.ning.com)
- Twitter Backchannel: [search.twitter.com/search?tag=heweb09](http://search.twitter.com/search?tag=heweb09)
- Newsified: [newsified.com](http://newsified.com)
- Spectra: [msnbcmedia.msn.com/i/msnbc/components/spectra/index.html](http://msnbcmedia.msn.com/i/msnbc/components/spectra/index.html)