

## Publicizing Your Event – Tips from Public Affairs & Communications

***Before publicizing your event, be sure to reserve (and confirm) the venue.***

Make arrangements for your upcoming event through the Campus Events office for venues on the GSEC & CAS campuses, or the Law School Facilities Services Office for venues on the Law School Campus.

### EVENT PUBLICITY: WHERE TO START

#### 1. The Web Calendar

The College's Web calendar is a distributive communications vehicle. Anyone with a L&C login can submit items for the calendar via the Web. We urge you to post all events to the online campus events calendar. Events will appear on the monthly and weekly calendars as soon as they are approved, and a few days before an event, it will appear on the college front page (if you select that option). Add your events here: <http://www.lclark.edu/cgi-bin/eventlogin.cgi>

**This Week at L&C**, the weekly events e-mail, is an automated events list that pulls items from the Web calendar. Submit your event to the calendar by noon on Friday for inclusion in the following Monday's e-mail.

If your event is a major event or a multi-day event, contact Julia Duncan ([jduncan@lclark.edu](mailto:jduncan@lclark.edu) or 503-768-7968) to have your event added to the **Major Events, Symposia, & Exhibits** list on the college front page.

#### 2. Campus Connections

The internal campus newsletter is published to the Web and distributed via e-mail blast every other Monday during the academic year and monthly during the summer. Items must be submitted for consideration by noon, the Wednesday prior to publication and must contain complete details. Submit text to **Vanessa Fawbush**, communications officer ([connect@lclark.edu](mailto:connect@lclark.edu) or 503-768-7992).

#### 3. Get the Word Out with E-mail and Flyers

E-mail relevant events to students and faculty. The CAS Dean of Students Office ([stlife@lclark.edu](mailto:stlife@lclark.edu)) sends out a weekly "Opportunities and Announcements" e-mail to undergraduate students about upcoming events and activities. The submission deadline is Tuesdays. And don't forget about posting flyers—contact Robbie Fung ([rfung@lclark.edu](mailto:rfung@lclark.edu) or 503-768-7122) for details about the posting policy.

#### 4. The Pioneer Log

Don't forget to alert the Pio Log. E-mail [piolog@lclark.edu](mailto:piolog@lclark.edu) with the event info by Monday, and it will be listed in the Events Calendar in Friday's paper. If you want your event covered by the Pio Log, contact them at least two weeks in advance.

#### 5. Web Spotlights

These features are found in the center of the College's main Web page and are less time-sensitive. Please allow at least three weeks to work with us on a spotlight. Also note that only significant major events will be approved for a spotlight. For CAS and the Graduate School, contact Julia Duncan, senior communications officer for new media ([jduncan@lclark.edu](mailto:jduncan@lclark.edu) or 503-768-7968). For Law School, contact Carl Keil, web developer ([ckeil@lclark.edu](mailto:ckeil@lclark.edu) or 503-768-6903).

## 6. Target Alumni

Alumni and Parent Programs staff can help you determine how to best promote your event to alumni. This may include listing the event in eNews, the monthly e-mail to alumni and current parents, or sending a targeted e-mail to alumni. They can also assist you with your print mailing. Be sure to contact the alumni office ([alumni@lclark.edu](mailto:alumni@lclark.edu) or 503-768-7950) well in advance of your event.

### OTHER IMPORTANT INFORMATION

**Media training:** Don't feel comfortable when a reporter calls? Give us a call. We provide one-on-one or group media training to help you learn how to get your message across to reporters and to feel good about it! Contact **Jodi Heintz**, at [jodih@lclark.edu](mailto:jodih@lclark.edu) or 503-768-7961.

**Advertising:** Public Affairs and Communications can design and place ads in accordance with College style guidelines. Please allow at least four weeks prior to publication for us to work with you in developing an ad. Your department or program will incur costs for ad placement and, if the design goes to an outside vendor, for design services. We can research costs and suggest best options to you. Contact **Jodi Heintz** at [jodih@lclark.edu](mailto:jodih@lclark.edu) or 503-768-7961.

**Deadlines:** Media outlets, and specifically print publications, have strict deadlines for receiving and publishing information. That's why we work with you to plan message and strategy and to establish deadlines. Submitting information to media outlets does not guarantee it will appear in print or be broadcast. Media outlets make the final determination.