



How to Publicize Your SPU Event on (and off) Campus

*Presented by Tracy Norlen,
news and media relations manager*

Electronic Publications

Fac/Staff Bulletin

spu.edu/news/enews/facstaff.asp

The official internal newsletter to faculty and staff. Sections include Announcements, faculty and staff news, SPU in the News, and Milestones.

- Sent to all faculty, staff, adjuncts, temporary staff (approximately 1,000). Cannot opt-out. Official publication of SPU
- Published on Mondays (every other week during the summer)
- Deadlines are Thursdays
- Published by University Communications
- Edited by News and Media Relations Manager Tracy Norlen
- Send entries to fsb-editor@spu.edu

Loopy

spu.edu/depts/studentprograms/email/week11.htm

Promotes on-campus events and programs by SPU departments and clubs for undergraduate students.

- Sent to all undergraduate students
- Published on Mondays (during academic year)
- Deadlines are noon on Thursday
- Guidelines for submitting at spu.edu/depts/studentprograms/documents/TheLoopyCalendarPoliciesandSubmissionGuidelines_000.pdf.
- Published by Office of Student Life
- Edited by Student Programs Administrative Assistant Kathi Snyder
- Send entries to loopy-editor@spu.edu

Walk With Us (formerly In/Beyond)

spu.edu/depts/um/email/index.html

News and events from University Ministries and the Center for Worship

- Sent to faculty, staff, and students
- Published on Fridays (during academic year)
- Generally does not accept outside information, but if you have an event that is ministry or theologically oriented, send it to Assistant Director Bob Zurinsky at bob@spu.edu.
- Published by University Ministries and the Center for Worship

Connections (Alumni)

advance.spu.edu/alumni/email/summer-2012.html

Features alumni profiles, event news of interest to alumni, and reports about campus news of interest to an alumni audience.

- Sent to more than 18,000 alumni
- Published three times a year (usually September, December, and February)
- Deadlines are a month before publication
- Looking for events with strong interest to alumni
- Edited by Clint Kelly in University Communications
- Send entries to ckelly@spu.edu

In the Loop

spu.edu/depts/parents/email/20120815.html

The e-newsletter sent to approximately 4,000 parents of current undergraduate students.

- Published monthly
- Deadlines are four weeks before publication
- Contains information on SPU programs, messages from the president, and highlights lectures, arts events, worship and ministry events.
- Corresponds with the website for parents and families called “In the Loop” at spu.edu/depts/parents/. The section “The Buzz On Campus” is updated regularly.
- Edited by Allie Fraley in University Communications
- Send entries to fralea@spu.edu

Department e-newsletters

Many departments send periodic e-newsletters. Contact the individual department offices to learn more.

spu.edu

SPU Home Page

The news section at spu.edu/

- The SPU home page has an external focus, so only events open to the public will be featured.
- Stories last about three days on the home page before they rotate off.
- The first news item changes every day.
- Send news or event information to Tracy Norlen in University Communications at tcnorlen@spu.edu.

Schools and Department websites

Some school and department websites have a “news and events” section on the main page (e.g., spu.edu/academics/school-of-theology). If you think your event is of interest, contact the administrative assistant for that department.

Online Options

Engage Events (now moved to the “Small Change, Big Impact” website), is the “hub” for all events open to the public.

- Submit information (and a photo if applicable), to Alison Estep in University Communications at estep@spu.edu.
- small-change-big-impact.spu.edu/small-change-big-impact/events

SPU Master Calendar

spu.edu/calendar/

All University sponsored events and activities should be included on the SPU Master Calendar.

- A representative of the event should submit items AFTER the event is approved and the primary details are finalized.
- All items are reviewed before posting.
- SPU students, faculty, and staff may submit items to post on the calendar via the Banner Information System (under “Personal Menu.”)
- Posting Guidelines at spu.edu/news/calendar-help.html.
- Post an Item at spu.edu/banweb/interim.html

Social Media

Twitter

twitter.com/SPUnews

The main SPU Twitter account is **@SPUnews**. Maintained by University Communications. (Main tweeter: Tracy Norlen). Mainly externally focused, but always looking for interesting things to tweet. (Especially pictures!) Many other groups and departments have Twitter accounts.

Facebook

SPU has three main Facebook pages.

- **Primary page:** Seattle Pacific University. Maintained by University Communications. (Editor: Alison Estep at estep@spu.edu). Posts include SPU news, academic news, SPU events, and thoughtful pieces about faith and culture. facebook.com/seattle.pacific.university?sk=app_250957478268166#!/seattle.pacific.university
- **Alumni Page:** Seattle Pacific University-Alumni. Maintained by Alumni Office. (Editor: Holly Wood at hwood@spu.edu). Alumni-centered news and events. facebook.com/seattle.pacific.university?sk=app_250957478268166#!/seattle.pacific.university.alumni

- **Undergraduate Admissions:** Seattle Pacific University-Admissions. Maintained by Undergraduate Admissions and University Communications. (Editor: Julia Siemens at julia2@spu.edu.) Geared to prospective students. facebook.com/seattle.pacific.university?sk=app_250957478268166#!/pages/Seattle-Pacific-University-Admissions/228577933903740

Print Publications

The Falcon

spu.edu/depts/falcon/

The student-run newspaper published on Wednesdays during the academic year.

- Submit press releases and announcements to falcon-news@spu.edu or 206-281-2913.
- Deadlines are Wednesdays.
- Also consider placing ad in the paper if you have the budget. Contact falcon-ads@spu.edu or 206-281-2104.

SPU magazine *Response*

spu.edu/depts/uc/response/new/

The primary campus magazine is published three times a year.

- The magazine highlights only four to five major campus events each issue.
- If you have a major event, contact *Response* Managing Editor Hannah Notess at hnotess@spu.edu.
- *Response* also does past-event coverage as topical articles, and sometimes events will spark theme ideas for the magazine, so always alert *Response* to your events.

Signs, Posters, and Handbills

All signs, posters, and handbills for distribution in the SUB, Gwinn Commons, or Weter Hall must be approved at the Uni-Com desk and may be posted only in designated areas. ((Designated areas are listed at Uni-Com). A copy of items to be posted must be filed with the Uni-Com desk when approval is requested.

- Items may not be affixed to walls, light poles, trees, windows, doors, or other non-designated areas. Items may be posted for two weeks.
- Posting on departmental boards or on boards designated for specific offices requires the additional approval of the person responsible for the board. The department director or his/her administrative assistant will determine where you may post approved materials in their area.
- Materials posted in residence halls require the approval of a residence life coordinator.
- All materials posted improperly or not holding the official Uni-Com stamp will be removed. Individuals and organizations are held responsible for costs incurred in removing improperly posted items and are also liable for any damages caused by improper posting.
- Review the "Posting Policy" at the Uni-Com desk. (Not available online.)

TV Screens at Uni-Com and Weter Lobby

- Content geared for students.

- Information comes from *Loopy* (e-newsletter for students).
- Can submit information to loopy-editor@spu.edu
- Content may also be posted on *Loopy* Facebook page

Table Tents

Gwinn Commons

- Table tents permitted.
- Only 1-2 table tents per table
- Trifold works best
- Tents stay up about two weeks
- Napkin holder advertising reserved for Sodexo
- Sponsoring group pays for table tents (approximately 100 in Gwinn). Can work with your University Communications specialist on design and production.
- Sponsoring group places table tents on tables
- Contact gwinncommons@spu.edu or Gwinn Commons Operating Manager Joel Santana at joel.santana@sodexo.com

SUB

- Table area and Gazebo room managed by Uni-Com
- Table tents permitted
- Quantity: Approximately 20 tables outside of food court. Approximately 25 tables in Gazebo Room.
- Contact Whitney Broetje in Student Programs at 206-281-2831.

C-Store

- Table tents permitted.
- Quantity: 8
- Contact: C-Store manager Sandy Chin at 206-281-2808.

Electronic Readerboard (3rd and Nickerson)

Maintained by University Communications. The readerboard is programmed a month ahead of time. Contact Tracy Norlen in University Communications at tcnorlen@spu.edu with your message.

KSPU Radio

radio.spu.edu/

KSPU is a student-run music and talk radio station that broadcasts over the Internet using RealAudio format and on campus via cable channel 71.

- The website has an “Events” site. Use the “Contact” link to submit information.

Last-Minute Options

!Staffnet. All staff members can post to !Staffnet. Currently there are more than 400 recipients.

- Just type “!Staffnet” in the “To” line.

- This email is not used very much, so please don't abuse the privilege.

!Facnet is just for faculty. Staff members do not have access. But, you can send your information to a faculty member and ask them to post it. Again, make sure it's worthy enough to send to the community.

Contacting the Media About Your Event

News and Media Relations Manager Tracy Norlen is your first contact at tcnorlen@spu.edu or 206-281-2977. She can tell you about local publications, deadlines, and help you write a news/calendar item.

Calendar Listings

Seattle Times

- seattletimes.nwsources.com/flatpages/entertainment/advancedsearch.html
- Contact: seattletimes.nwsources.com/cgi-bin/SubmitEvent.pl?from=stnv2

seattlepi.com

(What's Happening) events.seattlepi.com/seattle_wa/events
Contact: Need to create account. events.seattlepi.com/listings

Queen Anne News

queenannenews.com/main.asp?SectionID=7

Local, weekly newspaper for Queen Anne. Published on Wednesdays. Deadlines are Wednesdays at noon. Send event information to qamagnews@nwlink.com.

Mynorthwest.com

mynorthwest.com/category/calendar/
Contact: mynorthwest.com/?nid=598

Blogs

Community Blogs

Queen Anne View

queenanneview.com/
Contact: tips@queenanneview.com

Magnolia Voice

magnoliavoice.com/
Contact: tips@magnoliavoice.com

seattlepi.com

blog.seattlepi.com/inqueenanne/

Contact: No specific editor for this blog. Send event information to citydesk@seattlepi.com with the subject line: For queen anne/pi community blog.

komonews.com (Queen Anne)

queenanne.komonews.com/

Contact: (online form.) <http://queenanne.komonews.com/contact>

king5.com

Links to Queen Anne View. (See above.)

Specialty Blogs

UC also keeps contact information for some specialty blogs (e.g., music, business, education) that may be useful. Contact Tracy Norlen at tcnorlen@spu.edu for more information.

Including Information About Disability Accommodations

SPU is obligated by the Americans With Disabilities Act (ADA) to provide reasonable accommodation for the public for external and internal events. This statement below is from Disability Support Services Coordinator Jon McGough, and is suggested working for your event. Contact Jon for more information.

Seattle Pacific University is committed to providing access, equal opportunity, and reasonable accommodation in its services, programs, activities, education, and employment for individuals with disabilities. **To request disability accommodation, contact the Disability Services office at least two weeks in advance of the event at 206-281-2272, TTY 206-281-2224, or dss@spu.edu**

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