

Arts for Ohio

Event Publicity Resource Guide

Prepared by
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Preface

This guide is designed to provide ideas and reference for publicity resources both on campus and within the community. The guide outlines many of the readily available avenues for promoting events, but is not all inclusive of every potential opportunity.

It has been designed in a fairly chronological order for easy use. Please contact Maureen Wagner or Amy Wells for questions, advice, additions to this guide, etc.

Please remember to send any printed design materials (posters, postcards, etc.) to Maureen and Amy. Maureen will send these on for inclusion in the pre-screening ads for the Cinematheque series. These also are used for Facebook flyers paid for by Arts for Ohio.

A note about using “stock” images

Images posted on web sites are protected under copyright laws. Taking an image from a web site or other location without permission from the image owner violates these laws. Please refrain from using photos/images “grabbed” from a web site in your marketing materials unless it is a stock photography service that you are a paying member of. If you are unsure about using an image or have questions, please contact Amy Wells at 597-3213 or wellsal@ohio.edu.

Please note: Amy pays for a student photographer. If you would like to get production or marketing images, please contact Amy to check on availability. Requests should be made at least two weeks before the images are needed.

Calendars

Arts for Ohio Calendar

Once you have set a date for your event, put your event on the Arts for Ohio calendar. A link to the calendar can be found at the following URL:

www.finearts.ohio.edu/artsforohio/

When adding your event to the calendar, please be as specific as possible and include as much information as is available. Include a detailed description and *always include a contact for questions and/or media inquiries.*

Please contact Maureen Wagner for any questions or to request login access to the calendar.

Amy Wells uses this calendar to update the electronic sign boards in the COFA buildings each month and to schedule press in Outlook so accuracy is important! Please always double-check dates, a.m. vs. p.m., location, etc.

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University Calendar

After you have submitted your event on the Arts for Ohio calendar, visit ohio.edu/calendar/ to copy and paste your information into the university-wide calendar.

Oak ID is required for login. **Remember: only the person who logs-in to create the event can update the event.**

Additional Event Listing Calendars

It is to your advantage to have your event listed on as many local calendars as possible to attract a wide audience. Although each calendar's listing procedures vary, much of the information you submitted to the Arts for Ohio calendar can be copy and pasted.

Remember that event calendars are free advertising!

WOUB Events Calendar

URL; publicbroadcasting.net/woub/events.eventsmain

See the "Submit Event" link on the **right side** of the page. Follow the instructions per the form. WOUB pulls events from this calendar for on air (television or radio) announcements.

No login required.

Athens County Convention and Visitors Bureau

URL: athensohio.com/events/index.php

See the "Submit an Event" link on the **left side** of the page. Follow the instructions per the form. This form can be filled out very quickly.

No login required.

Time Warner Cable Aroundrr.com

URL: aroundrr.com/Calendar/

This calendar reaches beyond the Athens area and lists events from the entire state. See "Submit an Event" button on right side of the page.

No login required.

Athens News "What's Happening" Column and Web Listing

E-mail: news@athensnews.com

Submit your event details to the Athens news for some "free ink." Be sure to include a name and contact information. In the subject line use "What's Happening Event Submission."

Athens Messenger

URL: athensmessenger.com

See "Add Event" link under Main Calendar header on the **right side** of the page approximately half way down.

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No login required.

Arts and Entertainment Updates

E-mail: lisacollins@suddenlink.net

This opening can be heard on WTAP, the Mid-Ohio Valley's NBC television affiliate, as well as on 18 Clear Channel and Results radio stations every week. Catch the Update on WTAP's Daybreak each Thursday morning at approximately 6:15 a.m., and more than a hundred times throughout each weekend on area radio stations.

This venue has a reach that includes most of Southeastern Ohio and bordering West Virginia.

If you submit information to any calendars or listings not included please email Amy Wells at wellsa1@ohio.edu.

Baker Center Opportunities

Outdoor Space Procedures

Outdoor Space Reservation Request forms are available through the Baker University Center Administration Office.

Reservations may be made at most one year in advance. Registered Student Organizations may begin scheduling on May 1 for the following year. All other groups may begin scheduling on August 1. The information provided on the form must specify the following:

- A detailed description of the activity that is proposed.
- Beverages and food to be served or sold.
- Equipment to be utilized (chairs, tables, platforms, food service, etc.)
- Set-up and clean-up procedures and timetable.
- Date and time of event.
- Organization sponsoring the event.
- Name, address, phone number, and email address of a contact person.

Alumni Gateway/College Gate Banners: The Alumni Gateway (also known as the Campus Gate) is the brick and stone archway at the corner of Court and Union Sts. Two spaces are available for banners, one located on either side of the central archway.

Those desiring to display a banner at the Alumni Gateway should review the guidelines for use of that space and then apply to the Baker University Center Administration Office using the [Outdoor Space Reservation Request Form](#). The information provided on the form must specify the following:

- Dates requested.
- Organization sponsoring the event.

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- Name, address, phone number, and email address of a contact person.

Reservations will be taken on a first-come, first-served basis. Reservations of individuals or groups may be moved to accommodate official university functions. Banner space may be reserved for no more than three (3) consecutive days and no more than six (6) days per quarter by any one organization. Banners can be no larger than 36" high and 48" wide. Blank banners can be obtained from the Baker University Center Administration Office. **Banners must be received by the Baker Center Information Desk no later than 8:00 am of the day of the reservation.** Baker Center staff will hang banners by 9:00 a.m. of the day of the reservation. Nothing may be otherwise fastened to the Gate, bushes, light poles, or permanent signs.

Baker Center Fourth Floor Table Space: Five (5) Baker University Center Fourth Floor Table Spaces are located at the intersection of Park Place and Court Street. The spaces are to the left of the main entrance of Baker University Center on the Front Room side, but not blocking any entrance to the building.

Use of each of the Baker University Center Fourth Floor Table Spaces is restricted to activities that can occur at a single table of maximum 30" by 72" (provided by the Center) and that will not disrupt the flow of pedestrian traffic. Spaces may be reserved for up to three consecutive days and for no more than six total days per quarter per organization. At no time shall passersby be verbally harassed, involuntarily stopped, or deterred. No signs, equipment, or other items may be taped or otherwise attached to gate, bushes, trees, light poles, or permanent signs.

Howard Hall Table and Program Space: The Howard Park (also known as Howard Hall Site) program space comprises the grassy portions of the open space at the northeast corner of East Union and College Streets. The Howard Park (also known as Howard Hall Site) table space is the brick-covered space at the southwest corner of the lot at the northeast corner of East Union and College Streets, in front of the low brick wall and adjacent to the public sidewalk.

Use of Howard Park space is restricted to activities that will not interfere with adjacent residence hall, classroom and office activity. Space may be reserved for up to three consecutive days and for no more than six (6) total days per quarter per organization. Nothing may be attached to bushes, trees, brick walls, light poles, or permanent signs.

Please see the policy on Use of Outdoor Space on the Athens Campus, ohiou.edu/policy/24-016.html, or contact Baker Center at 593-4021 for more information.

Indoor Space Procedures

Digital Displays: Placing a graphic slide on the digital display screens within

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Baker University Center is a great way to promote upcoming events across campus as thousands of students, faculty, staff and guests travel through Baker Center every day. Promotion of events and announcements is limited to individuals or groups affiliated with Ohio University for events or announcements associated with Ohio University. **Arts for Ohio has been purchasing these, so please check with Maureen before you schedule one.**

Currently, slides will be shown on 42" digital displays located in two locations within Baker Center:

- Adjacent to the 4th Floor Guest Services desk
- Above the 1st Floor entrance to the Atrium/West 82 food court
- (Summer 2008: Top and bottom of main escalators)

Each individual slide is limited to a 7-day concurrent run and will be visible for 6 seconds as part of a total 60-second rotation of 10 slides during the entire Baker Center day of operation. Baker University Center does not provide graphic design services for digital display slides, but guidelines for the production of slides for online submission are available below:

- 1068 pixels wide x 600 pixels high
- 72 dpi JPEG format (no optimization/compression necessary)

Fee Structure: \$20 for 7-day run: Registered Student Organizations and University Departments. Requests for a slide that run less than 7 days will be charged the minimum 7-day run fee of \$20.

Availability will depend on existing requests and placement is first-come, first-served. If there is any issue with your slide not being able to be placed, we will contact you and your account will not be billed. If you have further questions, please contact bakerinfo@ohio.edu. **Reserve Early!**

Submit your slide online at: ohio.edu/center/display/index.cfm

Posting Bulletins in Baker Center: All materials, pamphlets, posters, leaflets, etc., (other than those posted on the 1st floor community bulletin board - see below) to be distributed in any manner in or about Baker University Center must be approved at the 1st or 4th Floor Guest Services Desk in Baker University Center and are subject to the following guidelines:

- Materials must be sponsored by a recognized University organization whose name appears on the materials.
- Distribution must be limited to the areas set aside by the Director for such use (see floor-by-floor guides, below).
- At no time are materials to be taped, glued, tacked, or otherwise affixed to doors, wall, windows, or other building surfaces not specifically designated for such purposes.
- Posters and signs must be no larger than 11" x 17" in size, so that several groups may use posting areas at the same time.

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- Materials must be removed as soon as the event or activity they describe is past.

Only groups who have reserved 1st Floor lobby tables (740.593.4020) may distribute handbills and leaflets limited to the 1st Floor Atrium area adjacent to their table. (Distribution of handbills or leaflets anywhere else in the building, including near the escalators, requires specific permission of the Director.)

See ohio.edu/center/posting/index.cfm for more information on posting locations and restrictions.

Student homepage – www.ohio.edu/students/

There are five ways student organizations can advertise and promote things on ohio.edu/students

- Side Promo Space
- Highlight Events
- Sights|Sounds Slideshow
- News|Updates
- Student Site Snapshots

Sights|Sounds Slideshow

Slideshow space is located on ohio.edu/students at the top of the page. Student groups can use this space to advertise upcoming programs or opportunities on campus.

1. Create an image for an upcoming event or opportunity using these specifications:
 - WIDTH: 440 pixels
 - HEIGHT: 300 pixels
 - RESOLUTION: 72 dpi
 - image must be in .jpg format
2. Submit your promotion to deanstu@ohio.edu for consideration along with a link to your event's webpage or post on the Ohio University Calendar of Events (www.ohio.edu/calendar/).
3. Your promotion must be submitted no less than one week before the date of the event.
4. If your promotion is chosen, we post it on www.ohio.edu/students.

Please note: Arts for Ohio is currently sending a slide that features event listings each week. If you would like to do for an individual event, please contact Amy Wells (597.3213, wellsa1@ohio.edu) to coordinate.

Side Promo Space

Side Promo Space is located on ohio.edu/students under the events section and next to the

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news/updates section. Student groups can use this space to advertise upcoming programs or opportunities on campus.

1. Create a web ad for an upcoming event or opportunity using these specifications:
 - WIDTH: 120 pixels
 - HEIGHT: 200 pixels
 - RESOLUTION: 72 dpi
 - .jpg or .gif format
2. Submit your promotion to deanstu@ohio.edu for consideration, along with a link to your event's webpage or post on the Ohio University Calendar of Events (www.ohio.edu/calendar/).
3. Your promotion must be submitted no less than one week before the date of the event.
4. If your promotion is chosen, we post it on www.ohio.edu/students.

Highlight Events

Highlight Events are located on ohio.edu/students to the right of news/updates and underneath the Slideshow. Student groups can use this space to advertise upcoming programs on campus.

1. Submit your event to deanstu@ohio.edu for consideration along with a link to your event's webpage or post on the Ohio University Calendar of Events (www.ohio.edu/calendar/).
2. Your event must be submitted no less than one week before the date of the event.
3. If your event is chosen, we post it on www.ohio.edu/students.

News|Updates

News/Updates are located on ohio.edu/students to the left of Events and underneath the Slideshow.

Student groups can use to call attention to upcoming programs or opportunities they are offering to students.

1. You submit your event to deanstu@ohio.edu for consideration along with a link to your event or opportunity's webpage or post on the Ohio University Calendar of Events (www.ohio.edu/calendar/).
2. Your news item must be submitted no less than one week before the date of the event.
3. If your item is chosen, we post it on www.ohio.edu/students.

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Residence Life

Dining Hall Table Tents: DEPARTMENTS ARE ALLOWED TABLE TENTS ONLY TWICE PER QUARTER.

Reservations may be made beginning the eighth week of the previous quarter. Reservations must be made with the Residence Life office in Baker 350 or by calling 593-0825. Once a reservation is confirmed, you will receive specifications for the design. **Before duplication** the design must be approved by the Residence Life office.

Residence Hall Poster Distribution

All posters/flyers must be approved by the central or green offices.

For one poster per hall: Take appropriate number of posters (41 residence halls in total) to either central office or each separate green office.

For one poster per Resident Assistant: Special permission must be obtained from Residence Life Director Judy Piercy. You may e-mail her at piercy@ohio.edu or by taking a sample to the Residence Life office.

For both table tents and poster distribution duplication is up to you.

CatVision

Campus Bulletin Board Graphic Presentations

URL: facilities.ohiou.edu/catvision/bulletin.htm

CATVision provides a campus bulletin board on Community Channel 19 for local messaging and student life event information.

This service is **FREE OF CHARGE** to Ohio University academic or administrative departments and registered student organizations.

For those organizations and on-campus departments creating multiple ads each quarter, [request an online login](#) to allow you to manage and store ads online, create new messages, and post organization logos and graphics.

Upon special request, unique template backgrounds and logo graphics can be added and stored in our Image Library for [General Postings](#). Please [contact us](#) for this service.

If your organization/department has a logo you would like stored in our Image Library, you may attach it to an email to cabletv@ohio.edu as a JPEG (.jpg) or GIF (.gif) file.

See the bulletin board [policies](#) for general terms and conditions for posting acceptable messages.

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Campus Mail

To send bulk mailings to University faculty and staff members you need to go through the campus mail services at facilities.ohiou.edu/mail or at (740) 593-1850. The cost to have them address and send a piece of mail to all faculty and staff in 4 cents per piece or free if mail is already addressed. The Post Office is in charge of all mail to students in dorms or off campus.

Publicity Services with Amy Wells

156 Scott Quad • 597.3213 • wellsa1@ohio.edu

COFA Director of Communications and Marketing Amy Wells is happy to offer guidance and advice for any publicity needs. She also is willing to give assistance in media planning and writing as time allows. Below are various ways Amy can help:

Outlook

Though not every event can be featured with a story in Outlook, many of the unique COFA activities can warrant an Outlook feature, news brief or featured event listing.

If you would like your event to be considered for a feature in Outlook, please contact Amy *at least TWO weeks* before your event with a press release draft or at least as much detailed information as is available.

Please consider that most events in Outlook will be featured at least two days before the event, so you must plan ahead. For example, if your event is on a Friday then it would be featured in Outlook on Wednesday, which means that Amy would need to submit a final draft by the end-of-the-day Monday.

Media Lists

In addition to positioning events in Outlook, Amy can work the university media specialists to create custom media lists for press releases. Lists can include local, regional and national media outlets in print, web and television.

Standard local and regional media lists are readily available. Please contact Amy to requests media lists or for additional information.

Editing

If your event warrants only an Announcement in Outlook, Amy is still available to help edit your press releases and format them in AP style.

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A well-written and formatted press release is key to gaining space in the media. For editing assistance, please send your press release draft to Amy *at least ONE week before you want to send the release to the media.*

The Post

Amy maintains contact with the current Post writer focusing in Fine Arts. She can send the writer news leads and story angles for events and other Fine Arts news on campus.

If you'd like your event pitched to The Post for possible inclusion, please send your press release or at least as much detailed information available to Amy *at least ONE week* your event.

Student Perspective

Student Editorials

The Post and Athens News are very good about running editorials written by students. The School of Fine Arts could utilize this marketing tool by having students write interesting editorials about an upcoming event and why it would be beneficial for a student to attend the event. The most catching editorials would be ones written by an artist/actor/musician/dancer participating in the event.

The Post Editorial Policy- Letters should be brief (fewer than 500 words) All letters must be signed by at least one individual, anonymous letters will not be accepted. The Post does not accept letters or letters soliciting donations. Please include your year and major. Letters can be submitted online at www/thepost.ohiou.edu, by e-mail at posteditorial@ohiou.edu or The Post's front desk in the media wing on the third floor of Baker Center.

The Athens News- Include your full name, street address and telephone number. Please copy and paste the letter into the body of the email, which is the preferred method of receiving letters. Letters are subject to editing for space and clarity. There is a 400 word limit for letters. Athens News does not print anonymous letters. Deadline for editorial page submissions is noon on Friday (for Monday's paper) and noon on Tuesday (for Thursday's paper).

Facebook

Almost every student at Ohio University has a Facebook account, which makes it a very effective marketing tool to promote on campus activities. There are many features that could be used to get the word out about an event.

Creating an Event- On the homepage of your profile in the application box, click on the Events icon. On the Events page click on "create event" follow the direction on the page and choose the invites- you can make the event open to all which means people invited can invite their friends or you can keep the event closed to just those whom you have invited.

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Please note: Arts for Ohio currently creates Facebook events. If you have any questions, please contact Maureen.

Painting the Wall

Painting the wall in a very cheap and easy way for an event to reach the eyes of many students. The wall has no set rules - it is first come first serve. However, you never know how long it will be until another organization paints over your work. The best thing to do is to paint it very early in the morning to at least insure the day of exposure.

Student Home Page

Students visit the Ohio.edu/student sight for many reasons throughout the day. We visit the sight to access our email, blackboard, class schedule, course offerings, ebill, timesheets and a variety of other tools. Having a slide on the student page (as explained above) is a great way to reach the eyes of many students.

Paid Advertising in Local Media

Athens News <http://athensnews.com/advertise/>

Athens Messenger

<http://www.athensmessenger.com/main.asp?SectionID=8&SubSectionID=369&TM=53757.97>

The Post <http://www.thepost.ohiou.edu/static/advertising/>

Sample Audience Response Card

Please contact Amy Wells for a sample audience response card.

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Press Release Format and Guide

HEADLINE should be fewer than eight words

DECK can contain secondary point, but doesn't repeat words from head

ATHENS, Ohio (March 24, 2008) – In your lead, answer “what happened” and “why should I care” (a.k.a. what’s the benefit to the reader) and get to the point quickly. **Use 25 words or only two or three lines.** Consider this a starting point rather than a hard and fast rule. **(Please note: ATHENS in all caps, date and em dash with spaces on either side. In the headline, use sentence structure cap with bold font, centered. Deck is the most read portion of a news release – keep it to 14 words or fewer, italic and centered.)**

When writing the body of a press release:

- Use times new roman 12 point font
- Separate paragraphs with a blank line and keep them flush left.
- Keep it tight. 500 words or less; one page, except in rare cases. If the release must go to two pages, put the contact information at the top of the first page. Don't forget to include -more- at the bottom of two-page releases.
- No chest pounding or overblown statements. The media wants facts, numbers, third-party testimony, etc.
- Avoid hiccup quotes that repeat the last line said. “Yeah, hiccup quotes are bad because they only repeat what was just said,” said Jane Doe, associate professor in the College of Fine Arts.
- A one-sentence quote is best, a two-sentence quote is acceptable and a three-sentence quote should be avoided. Make a reporter want to call sources, not avoid them.
- Create a story – don't just lay out the facts. The order doesn't have to be chronological, but it does have to be logical.
- Format in AP style if you know it. Ask Amy Wells, College of Fine Arts director of communications and marketing, at 597-3213 or wellsal@ohio.edu if you have any questions or want your release proofread.

Contact: College of Fine Arts Director of Communications and Marketing Amy Wells at 740-597-3213 or wellsal@ohio.edu **(Contact begins with title followed by name and phone plus e-mail in this format. Please note the word “at,” the lack of parenthesis in the phone number and the lack of period. Use times new roman 10 point font for contact and notes to media.)**

Note to Media: Media representatives and photographers are welcome at the dress rehearsal on March 24, 2008 at 8 p.m.