Getting the word out: Story idea guidelines

The Office of Marketing and Strategic Communications (MS&C) welcomes story ideas from all departments of the University. These story ideas can include and are not limited to: events, project initiatives, research and innovation, profiles of students, faculty or staff. Story ideas that support our University themes such as: ***innovation, service, community, involvement, sustainability, holistic culture, reputation and sense of place*** will have a better chance of coverage. It is extremely important for our teams to receive information in a timely manner to maximize the opportunity for coverage.*

Bulldog Bites (myRedlands)

- If you want to promote an event with internal audiences only, please submit your information through Bulldog Bites by filling out the form located in myRedlands.

Public Relations (news releases and *Och Tamale* magazine)

- Story ideas for news releases must have broad community appeal—city of Redlands and beyond.
- Story ideas for news releases must be sent one month in advance to secure proper coverage.
- The events or initiatives to be publicized must be open to the public.
- *Och Tamale* is published three times a year: Fall—October; Winter—March and Summer—July. Send story ideas three months in advance. Photo submissions should be high resolution JPEGs.
- For news releases, send detailed information to pr@redlands.edu. For *Och Tamale* consideration, send information to ochtamale@redlands.edu.
- If you have questions, please contact **Patty Zurita at x8387.**

Social Media (Facebook, Twitter, Pinterest)

- Ideas for Facebook, Pinterest and Twitter must be engaging and appealing to the campus community at large. Photos are equally important.
- The social media team prefers posts that can link to a page on our redlands.edu website related to your department or story.
- **Attend monthly social media brown bag lunches to partner with others on social media story ideas.**
- Send detailed information to share@redlands.edu.
- If you have any questions, contact **Gisèle Kirtley at x8365.**

Web/Video (Redlands.edu and YouTube)

- Preferred Web story ideas will focus on research and innovation, human interest, campus life, etc.
- Coverage of the story idea submitted does not guarantee posting on the main page of the website.
- The Web Team has capabilities to develop story ideas as video for broadcast on the website and the University's YouTube channel. Submit your detailed story idea for consideration.
- Send detailed information to webteam@redlands.edu.
- If you have any questions, contact **Jennifer Dobbs at x8857.**

Creative Assets

- University photos, logos and fonts are available for your use through assets.redlands.edu
- You can create a login and request a password using your redlands.edu email.
- If you have any questions, contact **Jennifer Alvarado at x8361.**

* Please note that there is no guarantee of coverage or publicity for your event and/or information sent to our Web, social media and/or public relations teams. Coverage will depend on the lead time, broad appeal, timing, and resources available.

UNIVERSITY OF
R Redlands
Marketing & Strategic Communications

Event promotion guidelines

To promote your event internally:
(Events for campus community only)

- Submit to Bulldog Bites—includes MOX, digital displays, myRedlands portal
  See submission guidelines link at top of Bulldog Bites
- Submit to Bullsheet. Contact: mary_papaderos@redlands.edu.
- Submit to University calendar on Redlands.edu

To promote your event externally:
(Events open to the public)

The Public Relations office will submit your event information to local media outlets such as Redlands Daily Facts, San Bernardino Sun and The Press-Enterprise, or other local media.
Please send the completed calendar listing (see guidelines below) to pr@redlands.edu. Include the contact information from your department for the person who is the most knowledgeable and can be contacted by the media. Please make sure to send the information to the PR team at least three weeks in advance of the date of the event.

Title of Event
Subtitle of Event

One or two (max) paragraph summary of the event:
- What is the purpose of the event?
- Highlights of speaker, credentials, books authored, current work or research
- Who is the target audience of this event? Who do you want to invite?

WHEN: Day, date, year and time. Do you have an agenda or several speakers? Include a brief timeline of the event activities.

WHERE: Location. Include University address when appropriate.

RSVP: Is there a cost to attend? Is there a reservation deadline? Indicate the reservation date.
If RSVP is required, include the contact information of the person that is required for the RSVP.

Finally, include a link to your event website or department website for more information, as well as information regarding a potentially impactful or interesting photo opportunity.

To promote your event externally – online calendar promotions:
(Events open to the public)

There are also numerous online calendar promotional sites you can use; you can submit your event information directly to the following sites by using their online (free) registration and posting processes.

Zvents- http://www.zvents.com/listings
Eventful- http://eventful.com/signin?goto=/events/new
EventSetter-http://www.eventsetter.com/post-event/
InlandEmpireFun.com-http://www.iefun.com/Contact-Us/
IEweekly.com-calendar@ieweekly.com
www.inlandempire.us-http://www.inlandempire.us/advertising/building-content-with-us