

DECENT exposure

How to Publicize Your Event

Resources available from College & Media Relations
and Online Communications offices:



1. Questions to consider:

- ◆ Who is your audience?
- ◆ What is the scope of your event?
- ◆ What are the talking points for your event? (i.e., why is it special and why would someone choose to come?)
- ◆ How does it fit into the big picture of KSC's strategic goals? (academic excellence, communication/community, human resources, service, affordable and accessible programs)

2. "Default" publication options

- ◆ Propose your event for the online events calendar.
- ◆ Available for events that are: 1. Hosted by KSC
2. Open to the public

Use this URL: <http://www.keene.edu/events/ksconly/events.cfm>

- ◆ All online calendar events will automatically be posted in biweekly Sentinel events ad (paid for by College & Media Relations)
- ◆ E-mail campusnews@keene.edu
- ◆ E-mail events@keene.edu
- ◆ E-mail the students via myKSC. Use this form to submit your request:
<http://www.keene.edu/it/helpdesk/emailstudents.cfm>
- ◆ E-mail Steve Summers at WKNH, the campus radio station.
He announces events during his show on Sundays 8-11 p.m. (djmusicpower@hotmail.com)
- ◆ For bigger events: press releases/media contacts
Please contact Robin Dutcher at 8-2119 or rdutcher@keene.edu

3. Print publication options (paid for by ordering department)

- ◆ Posters and other printed material, as budget permits (i.e. postcard, invitation, program)
- ◆ Local newspaper advertising (design and placement)
For all of these options, contact Susan Peery (8-2122 or speery@keene.edu)

4. Online publication options for stories

- ◆ Home page www.keene.edu
Contact Antje Hornbeck at 8-2102 or ahornbeck@keene.edu
- ◆ KSC Newsline (online news for alumni and friends)
www.keene.edu/alumni/e_news/default.cfm,
Contact Mark Reynolds (8-2147) or Lucy Webb (8-2932)

