

HOW TO PUBLICIZE A COMM-RELATED EVENT

IF YOU ARE TARGETING UNDERGRADS:

- Email Ashley to add it as an event to our department calendar. Tell her of any other calendars that you want to request cross-listing to, as well. She'll need a contact person's name and phone or email, a title, day, start and end time, location, and blurb. An accompanying image is always a good idea, too.
- Email Joel to have it added to the weekly COMMunique.
- If it's a Big Deal, ask Tessa to add it to the Announcements on our home page.
- Email the faculty and grad students about making an announcement at the start of classes. If you are not a faculty member, email Cindy to pass it along to those groups.
- Make fliers to post in high-traffic areas for undergrads (esp. the advising office and the TA offices). If you aren't very confident about making fliers, try it anyway. If you think your flier is subpar, talk with Ashley or Tessa to see if either has time to help you out.

IF YOU ARE TARGETING GRAD STUDENTS:

- Email Ashley to add it as an event to our department calendar. Tell her of any other calendars that you want to request cross-listing to, as well. She'll need a contact person's name and phone or email, a title, day, start and end time, location, and blurb. An image is always a good idea, too.
- Email Tessa to have it sent out to the grad student listserv.
- If it's a Big Deal, ask Tessa to add it to the Announcements on our home page.

ADDITIONAL TIPS

- When making and posting fliers, think about what will stand out. Different shapes or sizes of fliers or posting in multiple numbers together in one place or posting in unusual places are going to make more of an impact than bleeding dry our color ink cartridges. Try to find the best format for the necessary information to be displayed. Content is important, but no one will pay attention to it if it isn't displayed in an attractive manner.
- When creating a blurb, find a way to relay all of the necessary information and resources without being too wordy. Short and to the point: stick to who, what, when, where, and why.
- Consider what organizations you have access to (COMM Society, Advertising Club, UCTV, CGSA) and ask them to make announcements to their members and social media outlets and potentially interested friends.
- Tag the UConn COMM Dept. social media accounts when/if you post about your event on our own personal accounts.