

## How to Promote Your University Event

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You're finally done planning your event, now how do you get people to show up? The Office of Public Affairs is available to consult with university departments about publicity and marketing. For high profile events, please contact us for guidance.

Tips for making your event stand out:

- 1) Keep your event title short and to the point.
- 2) Provide a contact person who may be reached at all times.
- 3) Use the description to communicate your event's appeal to a wide audience.
- 4) Remember the 4 c's: clarity, consistency, conciseness and creativity.
- 5) Be sure to note whether your event is free and/or open to the public.

Listed below are several resources to help get the word out. Submission deadlines may vary.

### **OnCampus (university-wide calendar)**

In 2007, the Office of Public Affairs launched "OnCampus," an interactive university-wide calendar, at [www.utexas.edu/oncampus](http://www.utexas.edu/oncampus). To submit an event (UT EID login required), visit [www.utexas.edu/oncampus/submit/](http://www.utexas.edu/oncampus/submit/). All submitted events are automatically considered for a homepage spotlight and for inclusion in the OnCampus Events daily email. Events selected for a spotlight must be of interest to the entire university community and received by noon, two days prior to an event.

### **College of Liberal Arts Web site**

The Liberal Arts homepage, [www.utexas.edu/cola/](http://www.utexas.edu/cola/), features events sponsored by the faculty, students, staff and programs of the College of Liberal Arts. To submit an event for consideration, visit [www.utexas.edu/cola/web\\_forms/events\\_request/](http://www.utexas.edu/cola/web_forms/events_request/).

### **The Daily Texan**

"Around Campus" is a daily calendar printed on page two of The Daily Texan. The deadline for submissions is noon the day before the event. To add an event, email [aroundcampus@dailytexanonline.com](mailto:aroundcampus@dailytexanonline.com) or call 512-471-4591.

### **KUT Radio**

KUT publishes events of interest to the UT community on their community calendar. To submit an event, go to [www.kut.org/texas/calendar](http://www.kut.org/texas/calendar) and click on the link to "submit your event."

### **Austin American Statesman/Austin360.com**

To submit an event online, go to [www.austin360.com/calendar/content/events](http://www.austin360.com/calendar/content/events). For the print version, email [calendars@statesman.com](mailto:calendars@statesman.com).

### **Austin Chronicle**

The Chronicle is published every Thursday. Info is due the Monday of the week prior to the issue in which you wish to have your event published. Listings are printed on a space-available basis. To submit an event, go to [www.austinchronicle.com/calendar/](http://www.austinchronicle.com/calendar/) and click on the "submit an event" link at the top of the page.

### **Austinist.com**

This news blog published by Gothamist is updated daily. Email event notices to [editors@austinist.com](mailto:editors@austinist.com).

### **Austin Business Journal**

To submit business-related events, go to [www.bizjournals.com/austin/](http://www.bizjournals.com/austin/) and click the “add an event” link on the right hand side of page to fill out an event form. Event listings cost \$0.99.

### **AustinMetro.com**

Email event listings to [info@austinmetro.com](mailto:info@austinmetro.com).

### **Austin Monthly**

Submissions must be received several months in advance. Email [editor@austinmonthly.com](mailto:editor@austinmonthly.com).

### **Austin Convention and Visitors Bureau**

This online resource lists events with the purpose of attracting tourists, however certain university events are often included. To submit an event for consideration, complete the event submission form at [www.austintexas.org/visitors/event.submit.php](http://www.austintexas.org/visitors/event.submit.php). Events must be submitted at least three weeks in advance.

### **Downtown Austin**

This online resource focuses on events happening in the downtown area. To submit an event, go to [www.downtownaustin.com/events/](http://www.downtownaustin.com/events/) and click on the “submit an event” link.

### **Texas Monthly**

Submissions must be received at least six months in advance. Use the online contact form at [www.texasmonthly.com/contact](http://www.texasmonthly.com/contact).

### **News 8 Austin**

To submit an event, go to [www.news8austin.com/content/community/neighborhood\\_news/](http://www.news8austin.com/content/community/neighborhood_news/).

### **KEYE-TV CBS 42**

Send event submissions two weeks in advance to [calendar@keyetv.com](mailto:calendar@keyetv.com)

### **KTBC-TV FOX 7 News**

Visit [www.myfoxaustin.com](http://www.myfoxaustin.com) and click on the “contact us” link.

### **KVUE-TV (ABC)**

To submit an event, visit [www.kvue.com/entertainment/events](http://www.kvue.com/entertainment/events).

### **KXAN-TV News 36 (NBC)**

To submit an event, go to [www.kxan.com](http://www.kxan.com), then select “submit an event” in the community section.

### **KLBJ-AM 590 News Radio**

Submit events to [newsroom@emmisaustin.com](mailto:newsroom@emmisaustin.com).

### **KGSR-FM 107.1**

Submit events to [cedge@emmisaustin.com](mailto:cedge@emmisaustin.com).

### **KOOP-FM 91.7**

Submit events to [info@koop.org](mailto:info@koop.org).