

OBERMANN CENTER COMMUNICATIONS

Communicating Scholarly Events for Campus and Community Audiences

Ask yourself:

- What's the primary purpose of this event?
- Who do we want to be there?
- If there are multiple audiences, is there a hierarchy?
- How do these audiences get information/news?
- How do these audiences "read" information. For example, would a playful image read as inviting or be a turn off?

The Department of English Language and Literature

Presents

*The Twenty-Fourth Annual
Richard M. Summers Memorial Lecture*

GEORGE SAUNDERS

Bestselling Author / MacArthur "Genius" Award Recipient



George Saunders is the author of four collections of short stories: the bestselling *Pastoralia*, *CivilWarLand in Bad Decline*, a Finalist for the PEN/Hemingway Award, *In Persuasion Nation*, a finalist for the 2006 STORY Prize, and *Tenth of December*. Saunders is also the author of the novella-length illustrated fable, *The Brief and Frightening Reign of Phil*, and the New York Times best-selling children's book, *The Very Persistent Gappers of Frip*. In 2014, Saunders' graduation speech at Syracuse University will be published as the book *Congratulations, by the Way*. Saunders' book of essays, *The Braindead Megaphone* (2007), received critical acclaim and landed him spots on The Charlie Rose Show, Late Night with David Letterman, and The Colbert Report. His work appears regularly in The New Yorker, GQ, and Harpers Magazine, and has appeared in the O'Henry, Best American Short Story, Best Non-Required Reading, and Best American Travel Writing anthologies. In 2001, Saunders was selected by Entertainment Weekly as one of the one hundred top most creative people in entertainment. He has been awarded both a Guggenheim, and a MacArthur Fellowship, for "bring[ing] to contemporary American fiction a sense of humor, pathos, and literary style all his own." In 2013 TIME Magazine listed him as one of the 100 Most Influential People in the World. He teaches in the Creative Writing Program at Syracuse University.

5:00 p.m. - Monday, October 21, 2013
Memorial Field House Auditorium—Room 2100
The University of Toledo

Reception and Book-Signing at Libbey Hall
Immediately Following This Event

FREE AND OPEN TO THE PUBLIC

For information call 419-530-2318

THE BUFFALO & ERIE COUNTY PUBLIC LIBRARY PROUDLY PRESENTS:

George Saunders

Author of *The Braindead Megaphone*

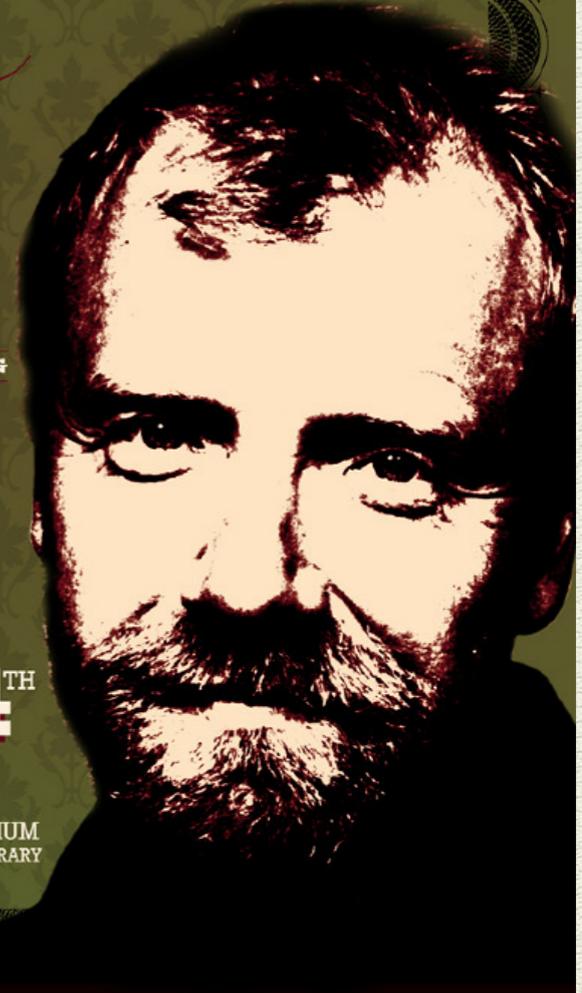
With local Mark Twain scholar
**Dr. Thomas
Reigstad**

For an afternoon...
READING & BOOK SIGNING

George Saunders is the author of *In Persuasion Nation*, *The Brief and Frightening Reign of Phil*, *Pastoralia*, *CivilWarLand in Bad Decline*, and a children's book *The Very Persistent Gappers of Frip*. He was named one of the "Best American Writers Under 40" by the *New Yorker* and one of *Entertainment Weekly's* "Most Creative People." In 2006, he was the recipient of a MacArthur Foundation "genius grant" and a Guggenheim Fellowship. He writes for the *New Yorker*, *Harpers*, and *GQ*, and is the recipient of multiple National Magazine Awards.

SATURDAY
April 24TH
at 2:00 PM

MASON O. DAMON AUDITORIUM
BUFFALO & ERIE COUNTY PUBLIC LIBRARY
1 LAFAYETTE SQUARE BUFFALO NY 14203



Deciding based on audience

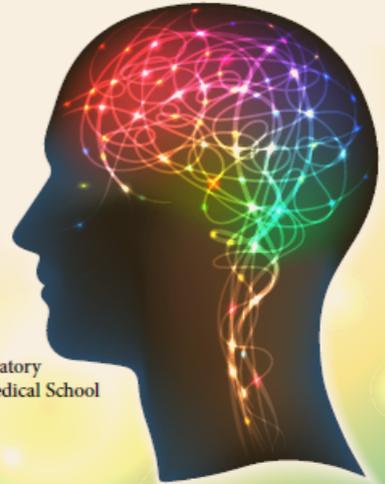
- ◆ You likely have multiple audiences; be clear about each one and the best way to connect with them. For example, an Oped in the Press Citizen will attract the general public and many faculty but won't be seen by graduate students.
- ◆ Consider the time and location of the event. If you want the campus there, often an evening event isn't a good choice because people have gone home. If you want the public there, midday on a weekday is not a good choice.
- ◆ Does your image help your audience understand the topic? Are your graphics clean, easy to read, and yet enticing?
- ◆ Titles say a great deal to an audience. If it's overly technical, you're only going to attract the people who speak that lingo.

Physical • Mind-Body • Social

Integrative Medicine Program Lecture Series

Mapping the Mindful Brain: Neurobiological Substrates and Clinical Relevance for a Settled Mind.

Tuesday, Feb. 16
Noon – 1 p.m.
Onstead Auditorium (S3.8012)



David Vago, Ph.D.
Associate Psychologist in the Functional Neuroimaging Laboratory
Brigham and Women's Hospital and instructor at Harvard Medical School
Department of Psychiatry, Boston, Massachusetts

Lunch will be provided for the first 75 participants
This lecture is kindly underwritten by the Friends of Integrative Medicine.

After attending this activity, the target audience of neurologists, nurses, physician assistants, pharmacists, dietitians, social workers, scientists, research and health care educational professionals should be able to:

- Incorporate evidence-based integrative medicine. Examples in cancer patient's treatment plans: knowledge, competence, performance, patient outcomes.
- Discuss and address integrative medicine approaches with patients during consultation: knowledge, competence, performance, patient outcomes.
- Apply integrative medicine approaches that promote wellness and manage symptoms: knowledge, competence, performance, patient outcomes.

The University of Texas MD Anderson Cancer Center is an approved provider of continuing nursing education by the Texas Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

The University of Texas MD Anderson Cancer Center is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The University of Texas MD Anderson Cancer Center designates this live activity for a maximum of 1.0 AMA PRA Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

It is the policy of The University of Texas MD Anderson Cancer Center that the program chair(s), planning committee member(s), faculty/teacher(s) and/or CME activity reviewer must disclose any relevant financial relationships with commercial interests whose products may be discussed in the activities. CME, MD Anderson also requires that faculty disclose any unrelated use or investment not just per approved for any potential of pharmaceutical and medical device products. Specific disclosures will be made to the participants prior to the educational activity.

THE UNIVERSITY OF TEXAS
MD Anderson
Cancer Center
Making Cancer History™

Breaking through the noise: How does your audience learn about events?

- ◆ Newspapers – public
- ◆ Twitter – segments of public, grad students, and faculty
- ◆ Instagram – segments of public and grad students
- ◆ Facebook – segments of faculty and public
- ◆ Emails – all , but there's a lot of noise
- ◆ Paper flyers & posters – potentially all, but you have to get them in front of people
- ◆ Radio – smaller population and hard to get on
- ◆ Influencers or word-of-mouth
- ◆ Electronic signs (campus digital signage) – do they get people's attention?

Time frame for one-off event

- ◆ Get onto calendars ASAP, including those of the speakers' department + other affiliated units.
- ◆ Get on to calendars, e.g., CLAS, Obermann, Daily Iowan, Little Village, UI in advance
- ◆ 2 weeks prior - Send out digital signs slides; hang paper posters in very specific locations.
- ◆ 1-2 weeks – Broadcast on social media
- ◆ 1 week - Send e-flyer (Constant Contact).
- ◆ 2-3 days - Send personal emails.

Obermann Conversations

Doing Global History Locally

German Iowa & the Global Midwest

A conversation between:
H. Glenn Penny
(History) and
Marlin Ingalls
(Office of the State
Archaeologist)

WEDNESDAY, APRIL 6, 4:00-5:00 PM
Obermann Center Library, 111 Church Street

Individuals with disabilities are encouraged to attend all University of Iowa-sponsored events. If you are a person with a disability who requires an accommodation in order to participate in this program, please contact erin-hackathorn@uiowa.edu in advance at (319) 335-4034.

The University of Iowa

Time Frame for Major Event

- ◆ As soon as you have the topic solidified – Establish look / feel; start to build website; get on relevant calendars ASAP (e.g., Obermann, partner organizations, main UI) that might affect cross-scheduling.
- ◆ Semester prior – Send SAVE THE DATE so that people can plan for courses; do gradual social media posting to generate interest; continue to build site; secure allies for related events.
- ◆ 2-4 months out – Make sure website is public-ready.
- ◆ 1 month in advance – Have posters in hand and ready to mail and post 2 weeks prior; post event on calendars; do social media blitz; reach out to Iowa Now and other reporters.
- ◆ 2-3 weeks – Hang paper poster; distribute digital signs; do other local advertising.
- ◆ 1 1/2 weeks – Send digital reminder; personally forward this digital piece to most important audiences.
- ◆ 1 week – Run op-ed in Press Citizen (this should be set up about 6-8 weeks in advance).
- ◆ Final days – Send personal notes, do more social media, dot your Is and cross your Ts!

Publicity Checklist

- Post on social media (+ create a Facebook event)
- Send Constant Contact emails (save the date, announcement, reminder)
- Send personal, targeted e-mails
- Print and post/send flyers
- Create and distribute digital signage
- Get event on local calendars, including your unit's online calendar
- Miscellaneous publicity (as appropriate, and as time/budget allows):
 - Press release
 - Op-ed
 - Daily Iowan ad (print)
 - Little Village ad (print)
 - Create a Wordpress site for event (major events only)
 - Advertise on Cambus
 - Send to UIHC newsletter admins
 - IMU entry display (\$100)
 - Campus-wide e-mail

Make sure to include UI accessibility statement: <https://opsmanual.uiowa.edu/community-policies/disability-protection-policy-and-accessibility-statement/accessibility-statement>

Getting on Local Calendars

UI calendar: <http://events.uiowa.edu/>

1. Click “Login with School ID,” then “Submit an Event.” (You don’t have to be an “admin” to post events!)
2. Complete all relevant fields, paying special attention to the “Filters” section at the bottom. If your event pertains to graduate student professional development, make sure to select that—and any subcategories—in the “Event Type” menu, as the Grad College pulls these events for its online calendars and digital signage.
3. Save. When the event is approved by the calendar admin, you’ll receive an email notification.

Little Village calendar: http://iowacity.scenethink.com/users/sign_in

1. Sign up for a free account.
2. Sign in and click the “Add Event” button in the top right corner.
3. Fill in all the pertinent fields and save.

Press-Citizen calendar: <http://events.press-citizen.com/>

1. Click small “Add your event” link near the top of the screen.
2. Create a free account.
3. Go to <http://eventful.com/events/new> and fill in all pertinent fields.

Daily Iowan calendars:

The DI has two calendars, 80 Hours and Daily Break. 80 Hours is for events Thursday, Friday, Saturday, and Sunday. Daily Break is a listing of Today's Events.

—For 80 Hours, email daily-iowan@uiowa.edu and put “CALENDAR – 80 HOURS” in the subject line.

Make sure to send the email by 1:00 p.m. two weeks prior to publication. In the body of the email, give the title of the event, date, time, place, and a short description.

—For Daily Break, repeat these steps, except put “CALENDAR – DAILY BREAK” in the subject line.

NOTES: Always link to a website where people can find more information, and, if the event is free and open to the public, be sure to say so. Also, most of these calendars require admin approval for listings, so post events as far in advance as possible.

Campus Digital Signage

This is a good option if you have time to create a basic slide—ideally with a graphic and eye-catching colors. You'll want to submit slides at least 2 weeks in advance.

There are lots of digital displays on campus, of varying sizes. View the current list—and the slides currently running on those displays—at signage.uiowa.edu/all-groups.

Some units (UI Libraries, IMU, Graduate College, College of Ed) have an online slide submission form you can access via their websites. For other units, you'll need to e-mail individual administrators. For a list of digital sign administrators, visit <https://its.uiowa.edu/support/article/1962>.

For signs you'd like displayed on CLAS displays, send slides and a description of the event to Nic Arp (nic-arp@uiowa.edu).

DESIGN TIPS

- You won't know how long each slide is displayed (it varies by location), so it's best to keep the text to a minimum: **what, where, when**.
- Don't include a long URL or a bitly URL...nobody will have time to memorize it or write it down. Most interested people will probably just search the UI site for the event. If you want to include a URL, just use the URL of the hosting unit (e.g., "english.uiowa.edu"). Don't worry about "http" or "www."
- Dimensions vary by sign. CLAS signs are 1920x1200 pixels. Many others are 1920x1080. (We have a list.) If you make only one version, go with 1920x1080 (unless you're only sending to CLAS).
- Always send .jpgs.

Digital Signage Examples

9.19.17 *Tuesday*

OBERMANN
CONVERSATIONS
2017-18

YOUR BRAIN ON TREES



A walking conversation
& tour of Pentacrest trees

4:00-5:00 pm

Meet on Old Capitol Museum steps

Free & open to the public; rain or shine

How do trees support our
psychological, emotional,
and spiritual well-being?



ANDY DAHL
NAOMI GREYSER
KRISTIN BERGMAN

Obermann Center
FOR ADVANCED STUDIES

Obermann Graduate Institute on
Engagement & the Academy

TRANSFORMING STUDENTS INTO LEADERS

2018 Institute: January 8-12, 2018
Applications due October 10

Interested? Come to our info session:

Wed., Sept. 13

4:00-5:00 p.m.

Obermann Center, 111 Church St.



Obermann Center
FOR ADVANCED STUDIES

The Graduate Institute on Engagement & the Academy is a one-week interdisciplinary institute in which UI graduate students from across campus & at any point in their graduate studies explore how public engagement can enhance teaching, research, & creative work.

VIDEOGAME SHAKESPEARE

Wednesday, September 7

12:00-5:00 p.m.

UI Main Library, Learning Commons
Group Area D

Play a 3D motion-capture
video game as a
Shakespeare avatar!



Obermann Graduate Institute on
Engagement & the Academy

TRANSFORMING STUDENTS INTO LEADERS

2018 Institute: January 8-12, 2018
Applications due October 10

Interested? Come to our info session:

Wed., Sept. 13

4:00-5:00 p.m.

Obermann Center, 111 Church St.



Obermann Center
FOR ADVANCED STUDIES

The Graduate Institute on Engagement & the Academy is a one-week interdisciplinary institute in which UI graduate students from across campus & at any point in their graduate studies explore how public engagement can enhance teaching, research, & creative work.

As college tuition and
student debt inexorably
rise, a new documentary
spotlights the
nationwide fight for
control of the heart,
soul, and finances of
America's public
universities.



STARVING THE BEAST

THE BATTLE TO DISRUPT AND REFORM
AMERICA'S PUBLIC UNIVERSITIES

FREE FILM SCREENING
MONDAY, OCT. 17, 7 PM, ENGLERT THEATRE
CONVERSATION TO FOLLOW IN ENGLERT CAFE

Sponsored by the Obermann Center for Advanced Studies, the UI Public Policy Center, the UI Graduate Senate, the UI Student Government, the Faculty Senate, and UI AAUP, with support from Film Scene

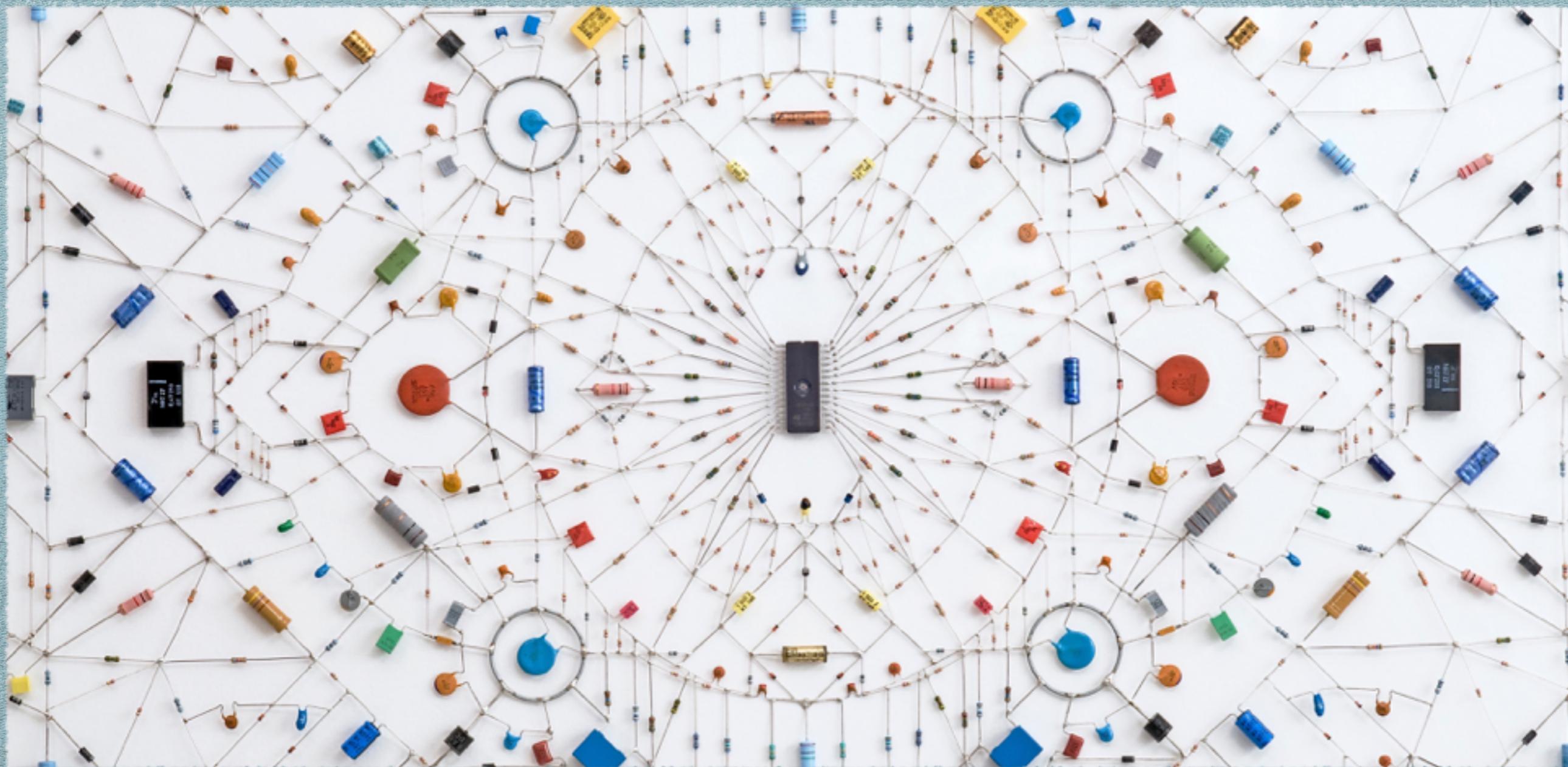


Image as Anchor

Bold, Flexible, Memorable

- ◆ Choose a bold image with strong color and / or playful and memorable content
- ◆ Consider if this image can be used in various formats and orientations
- ◆ Choose it early and use it every place possible: web site banner, posters, ads, social media, digital signs.
- ◆ Remember to check usage and be sure to always thank artists when they are identified.

ENERGY CULTURES IN THE AGE OF THE ANTHROPOCENE

MARCH 5-7, 2015

This interdisciplinary symposium will consider the simultaneous wealth and destruction created by humans' dependence on fossil fuels, the exponential growth of humans as a species, and the flowering of human creativity — all prominent features of the age many now call the Anthropocene. Public intellectuals, scholars, and artists will help us to make sense of humans' relationship to energy, as we examine the values and practices that shape the way we care for the planet and ourselves.

Featuring

Charles Man

Rob Nix

Sandra Steingrabe

Lonnie Thompson

With major sponsorship from the Obermann Center for Advanced Studies, International Programs, Ida Erdella Beam visiting professorships, Experimental Program to Stimulate Competitive Research, Office of the Vice President for Research & Economic Development, Perry A. and Helen J. Bond Fund for Interdisciplinary Interaction, Provost's Office, Center for Global & Regional Environmental Research, College of Public Health, and the Environmental Health Sciences Research Center.

Individuals with disabilities are encouraged to attend all University of Iowa-sponsored events. If you are a person with a disability who requires an accommodation in order to participate in this program, please contact erin-hackathorn@uiowa.edu in advance (319) 335-4034.

#ulanthropocene

To view the schedule and register for this event, please visit ulanthropocene.com

Photo by Daniel Bell

Conference Overview

Thursday, March 5

3:45-4:00pm – Introductions, Old Capitol Museum

4:00-5:30pm – Keynote, Old Capitol Museum

5:30-7:00pm – Reception, Brix Cheese Shop & Wine Bar

Friday, March 6

8:45-9:00am – Welcome & Introductions, Old Capitol Museum

9:00-10:30am – Panel, Old Capitol Museum

10:45am-12:15pm – Keynote, Old Capitol Museum

12:15-1:15pm – Lunch on your own

1:30-3:00pm – Panel, Old Capitol Museum

3:00-3:30pm – Break

3:30-5:00pm – Keynote, Shambaugh Auditorium, Main Library

Saturday, March 7

9:30-11am – Panel, 1117 University Capitol Centre

11:15am-12:45pm – Panel, 1117 University Capitol Centre

1:00-2:30pm – Lunch on your own

3:30-5:00 – Keynote, The Englert Theatre

5:15-6:15 – Dance and Music Performance, The Englert Theatre

6:30-8:00pm – Reception, The Englert, Paul Gallery

ENERGY CULTURES IN THE AGE OF THE

ANTHROPOCENE

MARCH 5-7, 2015

This interdisciplinary symposium will consider the simultaneous wealth and destruction created by humans' dependence on fossil fuels, the exponential growth of humans as a species, and the flowering of human creativity — all prominent features of the age many now call the Anthropocene.

Public intellectuals, scholars, and artists will help us to make sense of humans' relationship to energy, as we examine the values and practices that shape the way we care for the planet and ourselves.

FEATURING:
CHARLES
MANN
ROB NIXON
SANDRA
STEINGRABER
LONNIE
THOMPSON

Photograph by Daniel Beltrá

uianthropocene.com



OBERMANN HUMANITIES
SYMPOSIUM



An example of a hard image to crop and use across media. It was also a hard image for people to “read.”



PARODY, PLAGIARISM, PATRIMONY:
Don Quixote in the Age of Electronic Reproduction

To view the schedule and register for this event, please visit Uldonquixote.com

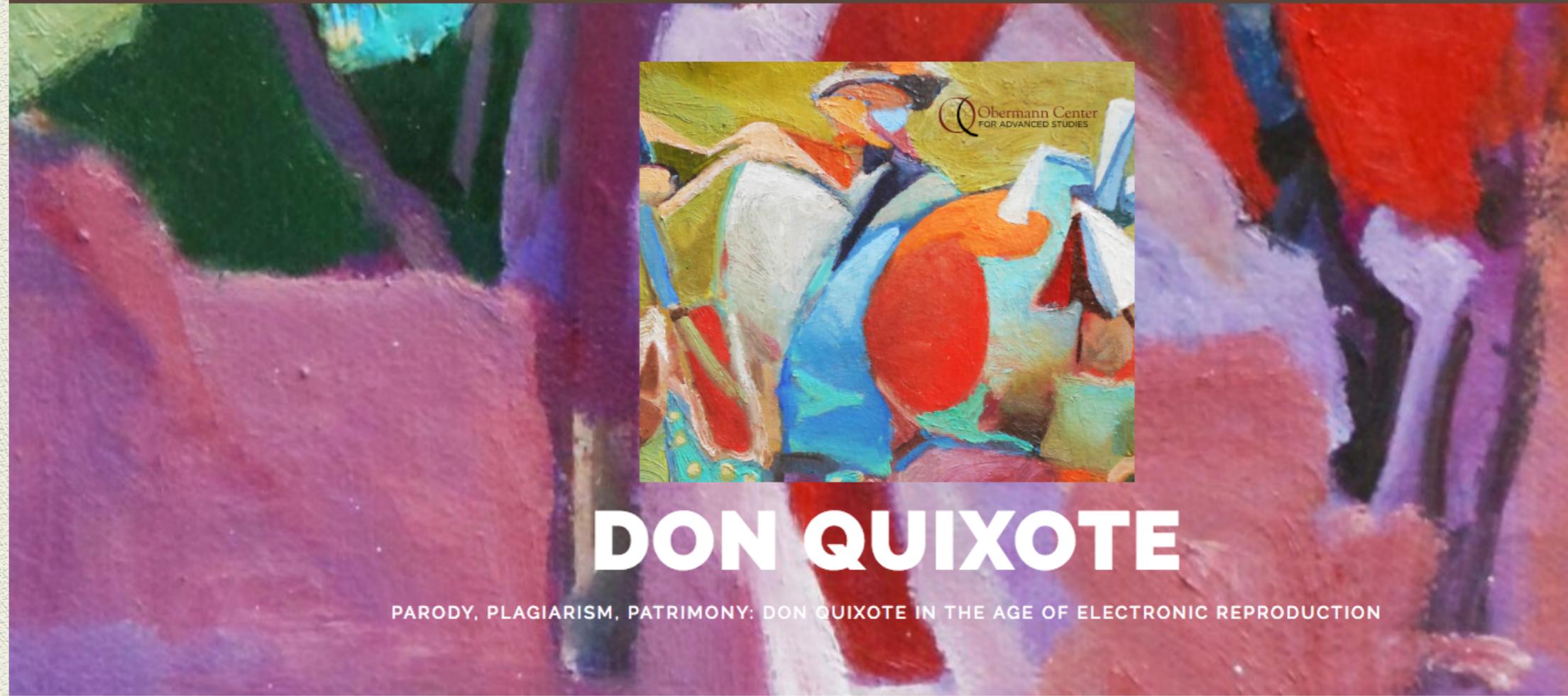
OCTOBER 22-24, 2015

Major co-sponsors:
The Cervantes Society of America
Department of Spanish & Portuguese
Kerry A. and Helen J. Bond Fund for
Interdisciplinary Research

An interdisciplinary symposium examining
the 400-year history of Cervantes' novel,
a comic parody that through its uses and
reuses became a cultural icon, acquiring
new relevance in the digital age.

Featuring:
David Castillo
Barbara Fuchs
Jenaro Talens-Carmona
Eduardo Urbina

#UldonQ
Art by Manuel O. Wilson



DON QUIXOTE

PARODY, PLAGIARISM, PATRIMONY: DON QUIXOTE IN THE AGE OF ELECTRONIC REPRODUCTION

October 22-24, 2015

Parody

Itself a parody, *Don Quixote* has been parodied and plagiarized by countless artists throughout the world. Can plagiarism make the original the patrimony of humanity? Miguel de Cervantes may have set out to destroy chivalric novels, but his comic protagonist proved so enticing that, within a decade of his first sally from La Mancha, the 'knight of the sad countenance' was stolen by Alonso Fernández de Avellaneda whose unauthorized 'continuation' so enraged Cervantes that he finally completed his own Part Two, to discredit the 'false *Quixote*.' But, what claims to authorship could Cervantes assert, given that his creation himself imitates such famous

CHECK OUT THE DON QUIXOTE CONVERSATION!

#uiDonQ

- 
Madison England
 @gingahsnahp

If you haven't had a chance yet, check out the artwork in the UI Black Box, down at the IMU. It's awesome! And there til Sunday! #uidonQ

11 Dec
- 
Madison England
 @gingahsnahp

Suggested poster rules

- Consider what text is necessary and its size.
- Be as light as possible with logos.
- Yes, you *do* need the UI accessibility language.
<https://diversity.uiowa.edu/policies/accessibility-statement>
- *Who? What? Why? Where? When?* Try to answer these questions—with pith!
- Are your speakers recognizable names or is their subject really the hook?



PLACEMAKING IN THE
**CREATIVE
CAPITAL**

**Innovating
Urban
Districts**

Thursday February 26, 6–8pm
Brown University, BERT 130
85 Waterman Street

Places do not grow organically. Every place is socially, economically, and structurally produced and designed by people, and not without equal parts conflict, creativity, and community collaboration. We welcome you to attend a panel discussion between planners, designers, and scholars from across the US about innovative placemaking practices and paradigms.

Bob Azar
Director of Current Planning,
Providence, RI

Megan Canning
Design Trust for Public Space,
New York, NY

Alex Feldman
U.S. Advisors, Philadelphia, PA

Gordon Douglas
Institute for Public Knowledge,
New York University, NY

Blaine Merker
Gold Studio,
San Francisco, CA

Thomas Pucello
Director, City of Memphis
Innovation Delivery Team

Contact:
Stefano Bloch
Urban Studies
Stefano_Bloch@brown.edu

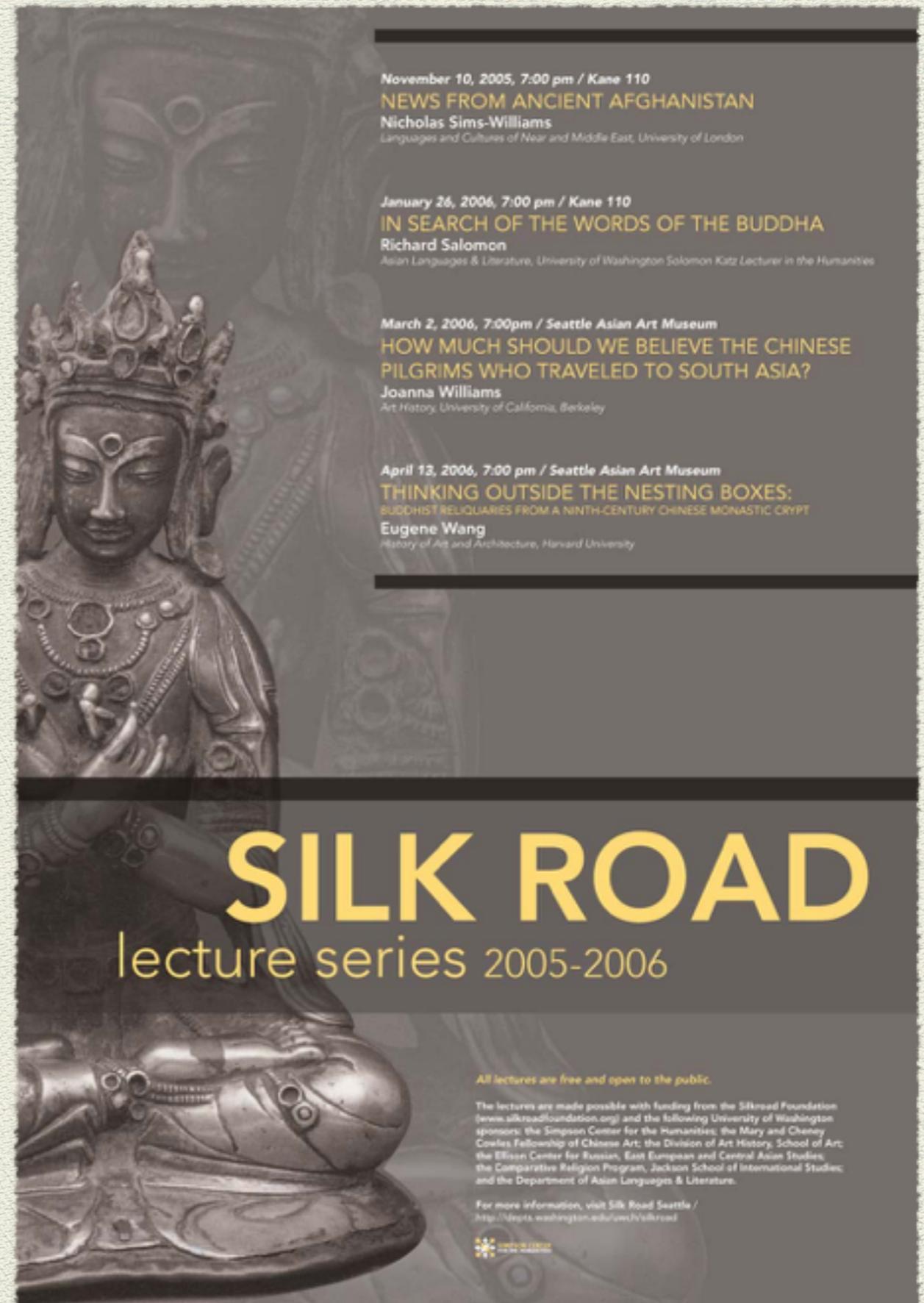
Alexis C. Landes
Landscape Architecture
Alandes@risc.edu

FREE AND OPEN TO THE PUBLIC

  BROWN

Booked by a Brown RISD Institutional Collaboration group

- Effective use of single poster for multiple titles/dates.
- Combination of the title and the image provide a strong sense of content.
- Poster could easily be re-used — different text, same series.
- Talk titles are not too esoteric.



November 10, 2005, 7:00 pm / Kane 110
NEWS FROM ANCIENT AFGHANISTAN
Nicholas Sims-Williams
Languages and Cultures of Near and Middle East, University of London

January 26, 2006, 7:00 pm / Kane 110
IN SEARCH OF THE WORDS OF THE BUDDHA
Richard Salomon
Asian Languages & Literature, University of Washington Solomon Katz Lecturer in the Humanities

March 2, 2006, 7:00pm / Seattle Asian Art Museum
HOW MUCH SHOULD WE BELIEVE THE CHINESE PILGRIMS WHO TRAVELED TO SOUTH ASIA?
Joanna Williams
Art History, University of California, Berkeley

April 13, 2006, 7:00 pm / Seattle Asian Art Museum
**THINKING OUTSIDE THE NESTING BOXES:
BUDDHIST RELIQUARIES FROM A NINTH-CENTURY CHINESE MONASTIC CRYPT**
Eugene Wang
History of Art and Architecture, Harvard University

SILK ROAD

lecture series 2005-2006

All lectures are free and open to the public.

The lectures are made possible with funding from the Silkroad Foundation (www.silkroadfoundation.org) and the following University of Washington sponsors: the Simpson Center for the Humanities; the Mary and Cheney Cowles Fellowship of Chinese Art; the Division of Art History, School of Art; the Ellison Center for Russian, East European and Central Asian Studies; the Comparative Religion Program, Jackson School of International Studies; and the Department of Asian Languages & Literature.

For more information, visit Silk Road Seattle / <http://depta.washington.edu/ur/silkroad>



- Great use of color; especially nice if these are known names.
- Nice bottom banner with necessary logos/sponsors.



Photo: web, artwork: artist, color: studio of the artist

Lectures in Photography Spring 2014

All lectures are free and open to the general public.
Lectures in Photography is presented by the Museum of Contemporary Photography and the Photography Department of Columbia College Chicago.

Thursday, February 20 6:00 PM
Todd Hido
Ferguson Lecture Hall / 600 South Michigan Avenue
Graduate Student Meeting Friday, February 21

Thursday, March 20 6:00 PM
Quentin Bajac
Ferguson Lecture Hall / 600 South Michigan Avenue
Graduate Student Meeting Friday, March 21

Thursday, April 24 6:30 PM
Susan Bright
Ferguson Lecture Hall / 600 S. Michigan Avenue, 1st floor
Graduate Student Meeting Friday, April 25

MCPD | Columbia | Photography | colum.edu

Avoiding the academic headshot while still prominently featuring the speaker's name.

RENEE TRILLING

Associate Professor of English, Medieval Studies, and Critical Theory, University of Illinois

Anima sana in CORPORE SANO:

HEALTH AND HEALING IN THE ANGLO-SAXON WORLD

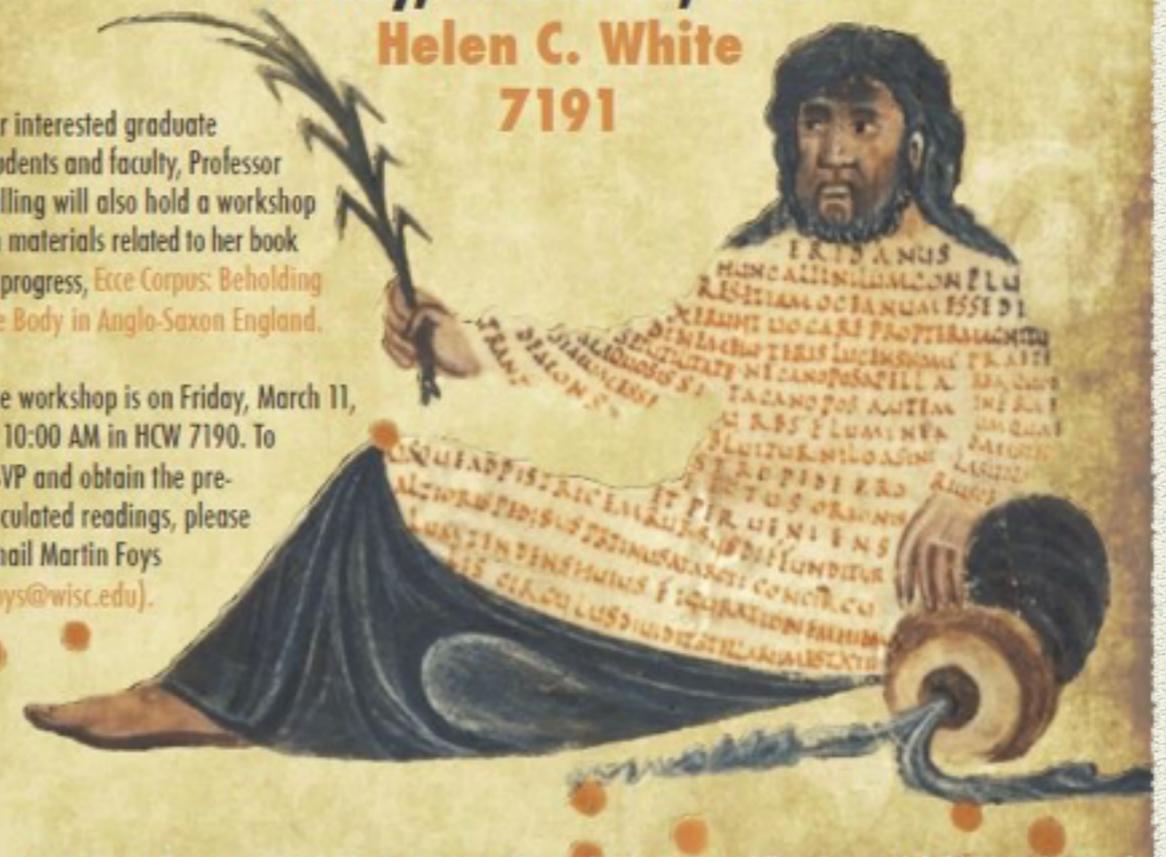
Friday, March 11, 4PM

Helen C. White

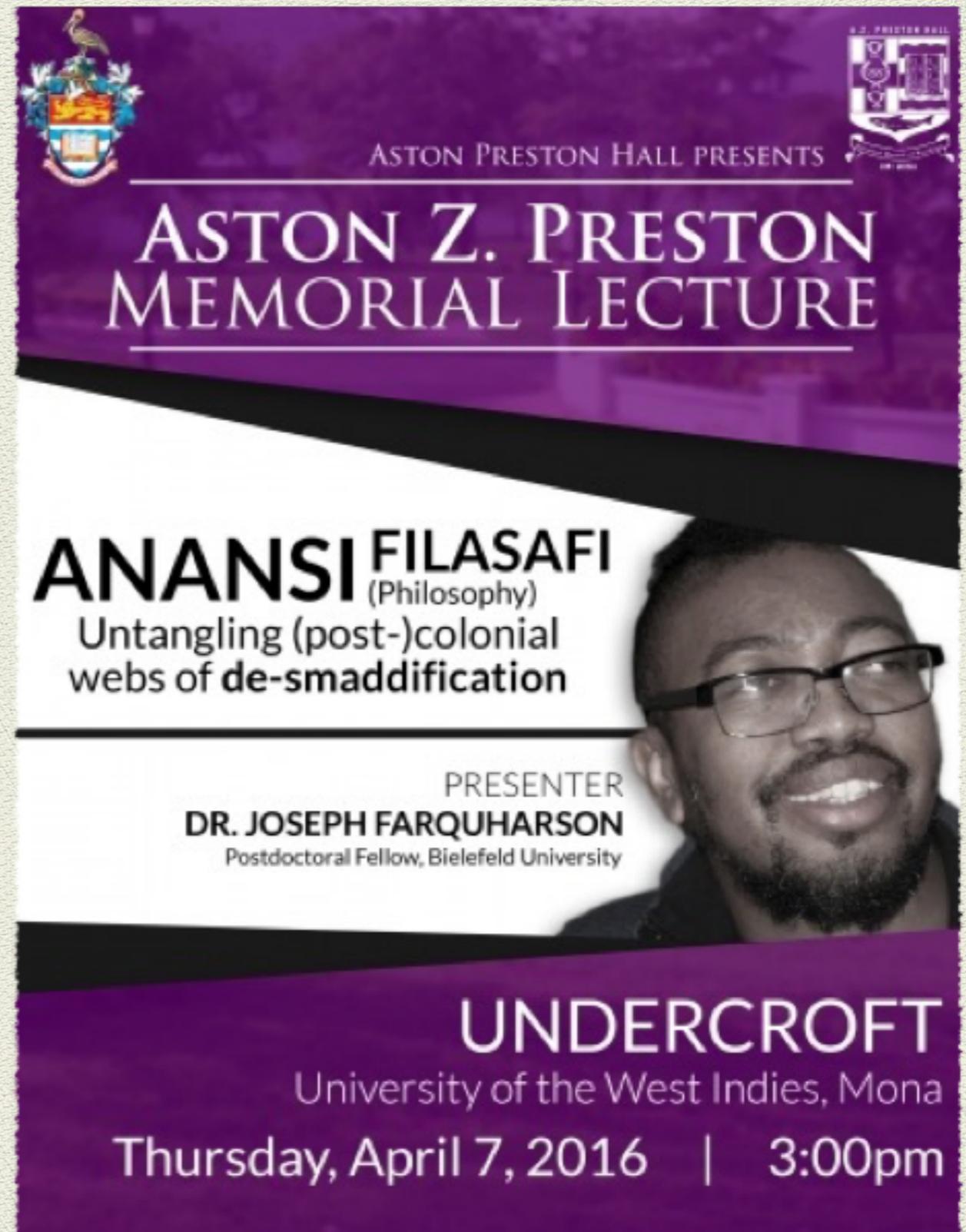
7191

For interested graduate students and faculty, Professor Trilling will also hold a workshop on materials related to her book in progress, *Ecce Corpus: Beholding the Body in Anglo-Saxon England*.

The workshop is on Friday, March 11, at 10:00 AM in HCW 7190. To RSVP and obtain the pre-circulated readings, please email Martin Foy (foys@wisc.edu).



- Too many names
- No URL
- Floating head syndrome
- Title and its meaning unclear
- Audience?



The poster features a purple header with the Aston Z. Preston Memorial Lecture logo on the left and the Aston Z. Preston Hall crest on the right. The text 'ASTON Z. PRESTON MEMORIAL LECTURE' is centered in white. Below this, a white diagonal band contains the title 'ANANSI FILASAFI (Philosophy)' and the subtitle 'Untangling (post-)colonial webs of de-smaddification'. To the right of this band is a portrait of Dr. Joseph Farquharson. Below the portrait, the text 'PRESENTER DR. JOSEPH FARQUHARSON Postdoctoral Fellow, Bielefeld University' is displayed. The bottom section is a purple band with the text 'UNDERCROFT University of the West Indies, Mona Thursday, April 7, 2016 | 3:00pm'.

ASTON Z. PRESTON HALL PRESENTS

**ASTON Z. PRESTON
MEMORIAL LECTURE**

ANANSI FILASAFI (Philosophy)
Untangling (post-)colonial
webs of **de-smaddification**

PRESENTER
DR. JOSEPH FARQUHARSON
Postdoctoral Fellow, Bielefeld University

UNDERCROFT
University of the West Indies, Mona
Thursday, April 7, 2016 | 3:00pm

- Too many photos
- The “where/when” language is oddly staggered and hard to read.
- Logos get too much space.
- Peace lecture info seems redundant.
- Is every phone, URL, etc. necessary here?
- First line and dot vaguely inappropriate.

Free Public Peace Lecture

Creating Compassionate Businesses

october 6 2015 4:30 to 6:00 pm
Dawson College Room 5B.16

Lis Suarez

Social Entrepreneur, ASHOKA Fellow,
& Director of FEM International



Dylan Quinn

Arts & Culture Entrepreneur,
Professional Dancer, & Artistic Director,
Dylan Quinn Dance Theatre



Natalie Rivière

B-corp Business Owner, Entrepreneur,
& Online Marketing Educator



Peace Lecture Series Fall 2015



Dawson Centre
for Peace Education



3040 Sherbrook West
Montreal, QC, H3Z 1A4

(514) 931-8731 ext.1414

peacecentre@dawsoncollege.qc.ca

dawsoncollege.qc.ca/peace-centre

facebook.com/dawson.peacecentre

@DPeaceCentre

Challenges in presenting faculty work:

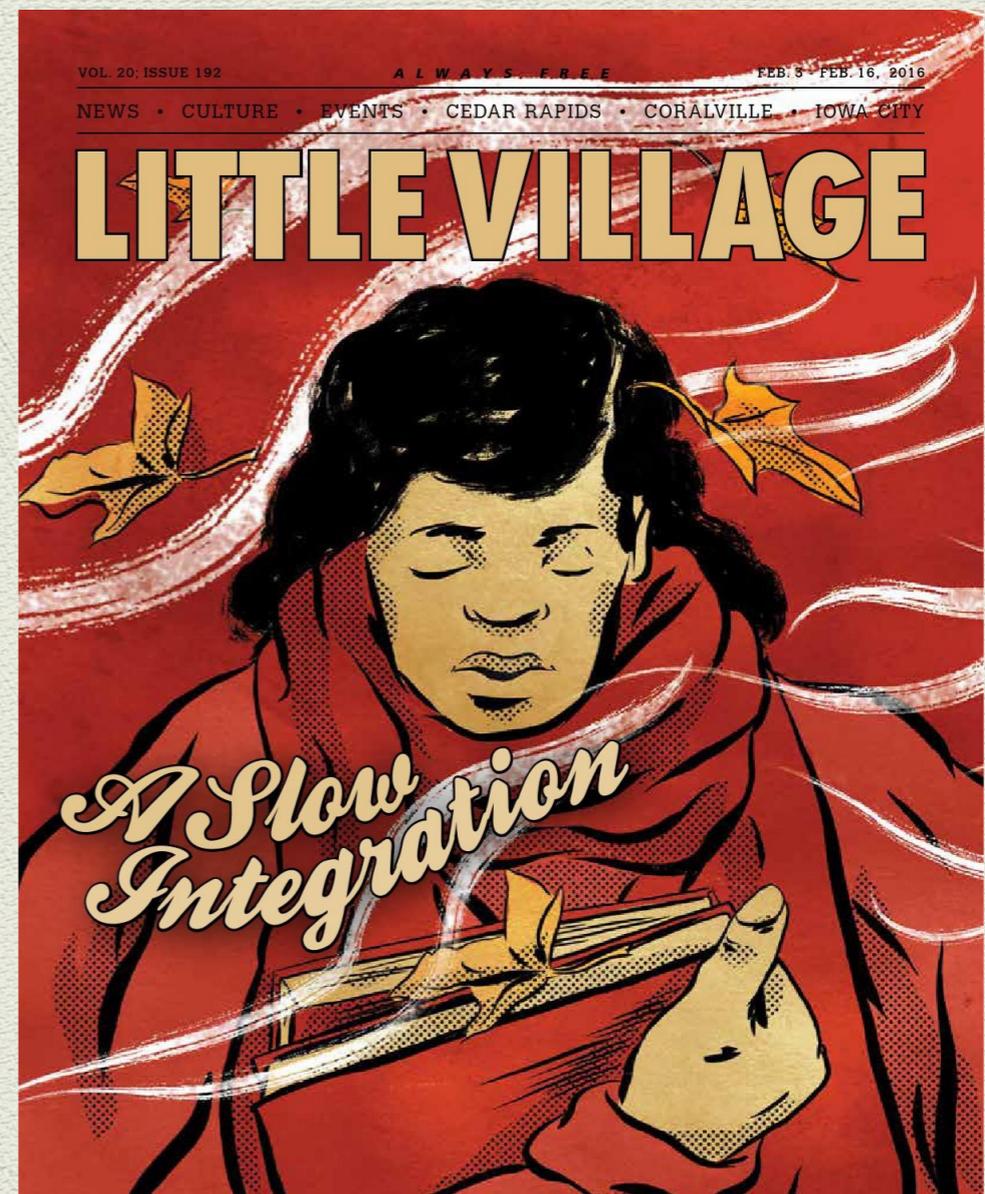
- ◆ Faculty are not accustomed to translating their work to a wider public and may need examples of pithy, accessible language.
- ◆ They may have attachment to images that simply will not translate effectively for a communications campaign.
- ◆ "Less is more" is a really hard concept for people who write books for a living.
- ◆ Everyone believes he or she can write and can be a backseat designer. This isn't true, and you need to gently help them to see this.

Publicity & Collaboration

- ◆ Who gets to decide the image and the wording? Often the amount of money given will decide this.
- ◆ Try to establish ground rules early for who is doing what, a time frame, and establish rules for a) keeping each other in the loop and b) celebrating each other. Without this, communications can become confusing and even competing.
- ◆ Be in the habit of checking their web site and communications to be sure they're honoring this agreement.
- ◆ Know which battles are worth it and when compromise or entirely surrendering to their direction is better.

PUBLICITY OFF CAMPUS

- ◆ Approach Little Village about writing a feature article.
- ◆ Talk to the Press Citizen, DI, or Gazette about writing an op-ed.
- ◆ Ask a group that has a big mailing list to be a co-sponsor and to help you promote (e.g., Oaknoll, The Iowa Writers' House).
- ◆ Do a free public talk for one of the banks, a retirement center, or another space related to the topic.
- ◆ Teach a Senior College Class.



- Use headshot if people are known to your audience.
- Take advantage of links.
- Establish a consistent look if you'll be sending out similar messages.
- How does it look on a phone?

CONVERSATIONS

Informal conversations between UI
faculty and community leaders

Obermann Center
FOR ADVANCED STUDIES



The Costs of Success: Rap Music, Money & Civics

A conversation featuring **MICHAEL HILL**
(English and African American Studies) and
ANDRE PERRY (The Englert)

November 16
Iowa City Public Library, "A"
4:00-5:30 pm

From the moment that it appeared, rap music focused on money. Many commentators used this preoccupation to suggest a moral failing in the music. Touching on recordings from four decades, Michael Hill shows that while bling dominated mainstream perceptions of the art form, rappers themselves were conflicted about riches. He argues that rap's varied portraits of cash constitute a meditation on civic options in post-civil rights era America.

Hill will be in conversation with Andre Perry, Executive Director of The Englert Theatre and Co-Founder/Director of Mission Creek Festival.

The Obermann Center for Advanced Studies (OCAS) serves the research mission of the University of Iowa. The Center is a convening space dedicated to debate and discovery. Our grants for University of Iowa artists and

Obermann Conversations is a partnership of the Obermann Center for Advanced Studies and Little Village: Iowa City's News & Culture Magazine.

LITTLE VILLAGE

Learn more about
Obermann Conversations
and other events at
OBERMANN.UIOWA.EDU, on
Facebook and Twitter.

Individuals with disabilities are encouraged to attend all UI-sponsored events. If you are a person with a disability who requires an accommodation in order to participate in this program, please contact Erin

Final thoughts

- ◆ PROOFREAD!!!! Always get a 2nd (and 3rd!) set of eyes.
- ◆ Establish a checklist for yourself. Some of the things we always check: Is the date right, is the time right? is “Mangum” spelled right?
- ◆ Look at anything digital on multiple devices and browsers.
- ◆ If it’s something you sent out to be published elsewhere, don’t trust that it got done—check.
- ◆ If you’re printing, ask for a proof.

THE MORE ELABORATE
OUR MEANS OF
COMMUNICATION, THE
LESS WE COMMUNICATE.