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 newadult-length Illustrated fable, The BaitandFrightening Flange of Piti, and the New York Times best-selling children's book, The Very Persistent Gappers of Fip. In 2014, Saunders' graduation speech at Syracuse University will be published as the book Congratulations, by the Way. Saunders' book of essays, The Tenth of December (2009), 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 Harper's Magazine, and has appeared in the O'Hara's 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 "bringing to contemporary American fiction a sense of humor, pathos, and literary style of 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 419-530-2718

THE BUFFALO & ERIE COUNTY PUBLIC LIBRARY PROUDLY PRESENTS:

GEORGE SAUNDERS
Author of The Braindead Megaphone

SUNDAY
April 24th
at 2:00 PM
MACON O. DAMON AUDITORIUM
BUFFALO & ERIE COUNTY PUBLIC LIBRARY
LIBRARY OF CONGRESS RECOGNIZED

THEME: "THE VERSE"
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.
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?
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.
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/](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](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.

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](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](mailto: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.
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.
9.19.17  Tuesday

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 GREYER
KRISTIN BERGMAN

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.

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!

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 AUPF with support from Film Scene
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: website 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 Mann
Rob Nixon
Sandra Steingraber
Lonnie Thompson

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

Photo by Daniel Beltran
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
An example of a hard image to crop and use across media. It was also a hard image for people to “read.”
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...
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](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?
• 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.
- Great use of color; especially nice if these are known names.
- Nice bottom banner with necessary logos/sponsors.
Avoiding the academic headshot while still prominently featuring the speaker’s name.
• Too many names
• No URL
• Floating head syndrome
• Title and its meaning unclear
• Audience?
• 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.
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?
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.