



Calendar Tips ***from*** ***University Relations***

General Tips

◆ Make calendar item entry one of the earliest things you do in your event planning process – do it right after determining “who, what, when, where and why!” The earlier your event appears on the calendar, the greater the chance that people will view the information and plan to attend!

◆ In addition to using the calendar for publicity, don’t forget other avenues of publicity! Many, but not all, of the events held on campus are open to the public, and area media outlets are important in the effort to get word out to the public. ***However, it is university policy that all news and event items from the ETSU campus be disseminated to the external media through the Office of University Relations, and must not be independently sent to these outlets by campus departments and organizations. University Relations is the authorized conduit for conveying ETSU information to the news media and the general public.*** Therefore, when you are planning an event, you may submit duplicates of your calendar item information to University Relations for possible consideration as a news release (staff may contact you for additional information, if needed). As with calendar items, the earlier you do this, the better! As much lead time as possible is requested to allow University Relations to process a news release and distribute it to the media in time for it to be used most effectively. In addition to providing news releases on selected events to 50-plus regional media outlets (including the *East Tennessean* and WETS-FM on campus) and area chambers of commerce, arts and tourism organizations, and others, University Relations will post it in the “News” section of the ETSU home page (note that it may or may not appear on the home page itself) and will consider it for publication in *ETSU Accent*, the Faculty/Staff Newsletter.

◆ Focus on your audiences, both your target audience(s) and other readers! Consider the information needs of your target audience and provide all the details they’ll need to determine if they should attend and any action they need to take beforehand (registration, fee payments, items to bring, etc.).

more

Questions?

Contact: Jennifer L. Hill
Coordinator, News & Information Services
ETSU Office of University Relations
hill@etsu.edu / 439-5693

◆ Before you click “Finish,” double-check your facts, spelling, punctuation and grammar!
(*Tip:* Type your description portion in Word and run spell-check, then copy/paste the text into the “Event Description” box.)

◆ If details of your event change, such as the time or location, you must make those changes on your calendar item ASAP. Also, if you sent your item to University Relations for consideration as a news release, you must let them know of any changes, too, so that they may take any necessary steps to make changes on a news release in the works or notify the media of changes to a release that’s already been sent.

Tips for Specific Items on the Data Entry Form

◆ Event Name

- ◆ Interest your target audience(s) with your titles. In academia, some events might have two potential Event Names, in which case you could use both or choose the one that’s more interesting; for instance, if the title of the annual Smith Memorial Lecture is ‘How to Lose 50 Pounds in Two Weeks,’ use the lecture title instead of the formal name, or put Smith Memorial Lecture: ‘How to Lose 50 Pounds in Two Weeks.’
- ◆ Special observances that include several events need special identification to make sure the events clearly “fall under the umbrella” of the observance. Such observances and sample event titles include:
 - ◆ ETSU Pride Week: Blue and Gold Day
 - ◆ Buccaneer BASH: Luncheon Under the Tent
 - ◆ Black History Month: Gospel Extravaganza
 - ◆ Women’s History Month: She Raves
- ◆ Remember to use single quotation marks instead of double quotation marks in this field (‘How to Lose 50 Pounds in Two Weeks’) in keeping with proper headline style.
- ◆ Remember to use Title Case.

◆ Location

Many on- and off-campus locations that are frequently used for ETSU-sponsored events are included for quick selection in the drop-down menu under Location Information on the Contact & Other Information page of the event submission form. If you do not see your specific location on this form (such as 225 Rogers-Stout Hall), please call the Office of eLearning at 439-8249 to request that it be added.

◆ Event Time

If “TBA” is specified, add this information in update mode as soon as it is available. If the times are variable, make sure to give specifics in the Event Description. For example, “Performances will be held Thursday-Saturday at 7 p.m. and Sunday at 2 p.m.” (Although the time specified by the system contains the :00 for times at the top of the hour, be aware that in your description, the :00 is unnecessary, and a.m. and p.m. should be lowercased with periods after each letter. Spell out days of the week.)

◆ Cost Per Person

If the cost is specified “TBA,” add this information in update mode as soon as it is available. If the cost is variable, make sure to give specifics in the Event Description. For example, a concert item might say, “Admission is \$10 for the general public, \$5 for students and senior citizens, and free for children under 10,” or, if a three-day conference entails a complex pricing structure, the description might include something like the following: “Registration before July 1 is \$100 for members and \$125 for non-members attending all three days. Registration after July 1 is \$125 for members and \$150 for non-members attending all three days. For those attending Friday and Saturday only . . . (you get the drift). Registration fees include all conference materials and a T-shirt. Campus housing and meal plans are also available for additional fees.” (Yes, some campus events *really do* get that complicated!) *Tip*: If you *do* have a complex fee structure as in the example above, and that information is posted elsewhere online, you may link to it. See the HTML instructions below.

◆ Event Description

- ◆ Give details on what will happen at the event, following the style guidelines below. Include information on why the event is being held (Is it a fund-raiser? Is it in conjunction with another program?), as well as a brief biographical description of the speaker, soloist, group, etc. (if any). If you the time or cost are “TBA” or variable, see above. If an event has multiple sponsors, you may wish to list all sponsors in the Event Description.
- ◆ You may wish to use bold or italic type, or include links to Web pages or e-mail addresses (in addition to the one contact e-mail address provided for further down on the form). If so, here is sample HTML coding with which you may do so.
 - ◆ **Bold**: `Museum hours: 9 a.m.-4 p.m. Monday-Friday, . . .`
 - ◆ **Italic**: `Book Review Group participants will discuss <i>Title of Book</i> . . .`
 - ◆ **Web page hyperlink**: `Click here.`
 - ◆ **E-mail hyperlink**: `E-mail Dr. John Doe.`

Style Pointers

- ◆ In **abbreviating ETSU**, do not use periods.
- ◆ **Keep your wording and sentence structure as simple as possible.** You are writing for a broad, general audience with varying levels of education.
- ◆ **Avoid editorializing** (interjecting the writer’s opinion) and grandiose, “flowery” language. Do not say, “The group is sponsoring an exciting lecture by a fantastic, wonderful speaker.” This is your opinion as the writer, which may not end up being the opinion of someone who attends your event! Give the title of the lecture, which should interest the reader if it is properly crafted, along with a short description of the lecture, and without actually saying that the speaker is “fantastic” and “wonderful,” give that impression by briefly listing the speaker’s primary qualifications to speak on that topic.
- ◆ **Capitalize** the names of the university’s colleges, schools, departments and offices, major divisions (such as the Division of Health Sciences), and other structural entities (i.e., University Bookstore).

more

- ◆ **Professional Titles:** On the first reference to a person named in your calendar item, give the person's full name and title (Dr. Pat J. Doe, assistant professor, Department of Mathematics). If the person holds a doctoral degree, put "Dr." in front of the name instead of the degree abbreviation after the name. If the person has a short title, such as "ETSU President Dr. Paul E. Stanton Jr.," it is acceptable to place the capitalized professional title before the name. However, if the person has a long professional title, it is easier for both the writer and reader if the lowercased title and department are placed after the name. On the second reference to the person, refer to that person, whether male or female, by last name only.
- ◆ **Courtesy Titles:** Courtesy titles (Mr., Mrs., Miss, Ms.), as a general rule, are not used. A sample exception to this rule would be a calendar item about a conference in which a husband-and-wife team are presenters; you would refer to both of them by their full names in the first reference, and on the second reference, you could call them "Smith" and "Mrs. Smith."
- ◆ **Dates, Months, Years:** Spell out the names of days of the week. Months should be abbreviated (except March, April, May, June and July) when used as part of a date; they should be spelled out when they stand alone in your text. Years should be specified only if the year in question is any year other than the current year. Examples: "ETSU researchers made the discovery on Aug. 15, 2008," "The seminar will be held Wednesday, May 10," and "He expects to complete his research in September."
- ◆ **States and Cities:** According to the *Associated Press Stylebook*, states should be spelled out when they stand alone in your text, but should be abbreviated when used in conjunction with a city or other municipality. The *Stylebook* lists 42 states that have abbreviations (for example, Ariz., Md., N.C., etc.); eight states – Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah – are never abbreviated. Do not use the two-letter postal abbreviations. The *Stylebook* lists 30 major cities throughout the United States, such as New York and Atlanta, which are so commonly known that they are named without a state. If a city or town in Tennessee is mentioned in your item, do not include the state – it is assumed that it is in Tennessee. If a city or town in a state other than Tennessee is mentioned in your item, include the state (unless it's among the 30 major cities listed in the *Stylebook* – consult the *Stylebook*, which is available in the University Bookstore, or call University Relations if you have questions).
- ◆ **Acronyms:** Remember that ETSU is used without periods. Spell out the name of an organization, legislative act or other "term" in the first reference. Acceptable acronyms may be used in the second reference. For example, the Center for Appalachian Studies and Services may be called CASS in the second reference, the Americans with Disabilities Act may be called ADA, the Public Relations Student Society of America may be called PRSSA, and so on.
- ◆ **Trademarked Products:** Be careful in using the names of products that have become commonly used terms but are actually trademarked brand names, such as Styrofoam, Frigidaire, Kleenex, etc. Instead, use such words or phrases as plastic foam, refrigerator, tissue paper, etc., unless you are specifically referring to the trademarked product.
- ◆ **Numbers:** According to the *Associated Press Stylebook*, you should "spell out first through ninth when they indicate sequence in time or location. . . . Starting with 10th use figures. . . . Spell out whole numbers below 10, use figures for 10 and above."