

Checklist: How to promote your event on-campus

All University of Saskatchewan faculty, staff and students may use the options below to promote *university-related* events to the campus community.

On-campus Promotion Options

U of S online events calendar

This online calendar is available at usask.ca/events. This service is free and events posted here can be seen by everyone. Non university-related entries and advertisements by off-campus organizations are not permitted. To add your event to this calendar, fill out the online form at usask.ca/events/promotion.php

On Campus News

List your event for free in the Coming Events section of the print edition or an online PDF of the *On Campus News* newspaper, which is published every month and available online at news.usask.ca. To purchase an ad in the print edition, please visit news.usask.ca/publication-schedule.php, email ocn@usask.ca or call 306-966-1806.

Research News

Submit research events to Research Communications at research.communications@usask.ca or call 306-966-2506. The Research Communications office will recommend options depending on the nature of the event. This may include distribution to various research-centric e-mail lists on campus, posting to the research.usask.ca website, or help with preparing media releases and associated communications. The Research Communications office will also work with you to ensure your event complies with requirements from funding agencies, journals and other partners.

The Sheaf

The Sheaf is the official student newspaper of the University of Saskatchewan and is published every two weeks throughout the academic year. To buy an ad, visit thesheaf.com/advertise or call 306-966-8688.

PAWS

Post your U of S-related event on the PAWS Bulletin Board, which appears on your Home tab in PAWS. All PAWS users may request permission to post bulletins to PAWS; simply click the pencil icon and "Post a bulletin" at the top of the Bulletin Board channel.

PAWS announcements, either posted in the Announcement channel in PAWS or emailed to specific groups, are another option of promotion; however, specific guidelines apply. To enquire, please email paws_announce@usask.ca.

Posters

Create an event poster using one of the university's available poster templates. Posters for any university or college/school or unit-related event must use the proper U of S logo and follow the U of S approved visual identity standards. Both of these are available at communications.usask.ca. Guidelines apply in certain buildings for hanging posters. In Place Riel, visit the Information Desk, and in other buildings visit the main college or department office to inquire about having your poster stamped for approval and for information on where it can be hung.

Colleges, Schools, Departments and Centres

Promotion options may be available through college, school or department websites, newsletters, plasma screens, bulletin boards, Twitter, Facebook or other options. Contact the relevant college office or communications person for more information. See usask.ca/colleges.php for more information.

University of Saskatchewan Students' Union (USSU)

A variety of options are available through the USSU including tables in The Tunnel as well as plasma screens and bulletin boards located in main traffic areas and some colleges and buildings. Guidelines will apply. For more information, contact marketing@ussu.ca or visit ussu.ca/main-page/services/student-groups/campus-group-advertising

Graduate Students' Association (GSA)

If your event may be of interest to graduate students, contact the GSA executive at gsa.usask.ca/contact-us-.php

Screensavers

Computer lab screensavers are an option for promotion, however guidelines will apply. To inquire, call Bruce Coates at 306-966-2375.

YouSask

YouSask is an electronic newsletter distributed bi-weekly to faculty and staff. If your event may be of interest to faculty and staff, contact yousask@usask.ca.

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Off-campus Promotion Options

Want to invite the public or off-campus groups to your event?

- Use word of mouth through your own contact groups and networks
- Send email to groups or organizations who would be interested in your event
- Purchase a newspaper, radio, television or online advertisement
- Make phone calls or send mailed invitations
- Put up posters in public areas

Local newsrooms:

- CTV: news@ctv.ca
- GLOBAL: saskatoon@globalnews.ca
- StarPhoenix: citydesk@thestarphoenix.com
- Shaw: shawtv10@shaw.ca
- Saskatoon Express: editorial@saskatoonexpress.com
- CJWW: cjwwnews@sasktel.net
- CKOM/News Talk Radio: ckomnews@rawlco.com
- CBC: sasknews@cbc.ca
- The Sheaf: editor@thesheaf.com
- Western Producer: newsroom@producer.com

NOTE: For university events or university news that you think would have greater appeal to the national media and to the public, please contact the Media Relations Specialist in University Communications at **306-966-1851** or communications@usask.ca.

Questions?

Marketing and Communications

communications@usask.ca

306-966-5186

Research Communications

research.communications@usask.ca

306-966-2506