

A Publicity and Outreach Guide

for the College of Arts and Letters

Do you have a College event to promote or an announcement to make?

Use these resources to get the word out about your event
both on campus and in the local community.

Please send any changes/updates (procedures, broken links, etc.) to [Kim Murray](#). Thank you!

TABLE of CONTENTS

- [WEB CALENDARS](#)
- [ND BULK EMAILS and GOOGLE GROUPS](#)
- [POSTER DISTRIBUTION](#)
- [DIGITAL SIGNS](#)
- [ADVERTISE in THE OBSERVER](#)
- [VIDEO and PHOTOGRAPHY PROJECTS](#)
- [InsideND ANNOUNCEMENTS](#)
- [OTHER EVENT PLANNING, COMMUNICATIONS, PUBLICITY](#)
- [OFF-CAMPUS LOCATIONS for PUBLICITY](#)
- [LOCAL MEDIA and COMMUNITY CALENDARS](#)
- [REGIONAL COLLEGES and UNIVERSITIES](#)

WEB CALENDARS

1. ND calendar

To add an event to the ND calendar (events.nd.edu), you may go to the **Events** list on your *Conductor site and select “**Request Import**” on the right-hand side (under “Actions”) of the individual event you want to submit, and then select or type in “events.nd.edu”. Click the “**Submit Event for Import**” button. It will be sent to the events.nd.edu administrator for approval.

*If you do not have a Conductor site, contact calendar@nd.edu to be added to the Conductor sharing site: conductorshare.nd.edu, where you can create and submit an event. For more information – including training and direct access to the system – please email [Jennifer Laiber](mailto:Jennifer.Laiber) or call (574) 631-4753.

2. College of Arts and Letters calendar

To submit an event to the College of Arts and Letters website calendar you may use the “Request Import” *feature explained above and ask al.nd.edu to import your Conductor event.

*If you do NOT have access to Conductor please use the form on the AL website at al.nd.edu/news/events/submit-an-event/.

3. First Year Advising calendar/newsletter

Information is available [here](#) to communicate information to first year students via inclusion in the FYA newsletter or submitting an advertising request.

4. AL Department/Center calendars

For calendars on department or center websites, see the academic unit's point person. Or you may ask them to import your event to their calendar if you are on Conductor. It's best to follow up a Conductor import request with an email or phone call, especially if it is time-sensitive.

For **all** calendar submissions, include the following details regarding the event:

- event title
- event category - general, arts, conference and workshops, lectures
- event type - academic lecture, film, reading, reception, etc.
- recurring event?
- date(s)
- time(s)
- location and/or Zoom link if needed
- description of event – ready-to-use text that includes speaker name, title, topic, target audience, etc.
- event sponsor(s)
- cost/ticket information (if any)
- registration/ticket/RSVP information (if any)
- open to the public?
- event contact person
- relevant website link if there is one

5. Virtual and hybrid events can be submitted to the Alumni Association's ThinkND platform using [this form](#).

6. [GameDay](#) events page and printed weekend guide for home football weekends

If you have an event that coincides with Football Fridays, Game Days, and/or home weekend Sundays submit your information to GameDay via their [required form](#). This information will be used on the website and in the printed Football Weekend Guide for each home game, and is a great resource for guests to campus. (Note that all information for the printed guide must be submitted at least 10 working days prior to each game.)

ND BULK EMAILS and GOOGLE GROUPS

It is highly recommended that messages be brief and pointed – 100 words is optimal – and direct readers to URLs when relaying further information. **Note: Individual events/activities will not be approved for distribution via university-wide Google Groups.** See criteria below.

1. University-wide Email Announcement

a. Email announcements sent to nd-employees@nd.edu and to irishlink@nd.edu must:

- i. be deemed essential by a University officer, and carry that officer's signature (e.g., Attend the Opening Mass and Picnic; National Championship Team Returns Tonight)
- ii. be critical, time sensitive, and/or germane to the University's mission (e.g., United Way Campaign Begins/ Join Fr. Jenkins at the March for Life; OIT announcements about technology outages)
- iii. address an issue of campus safety or health (e.g., Crime Alert, Flu Shot Clinics start Monday)
- iv. address a recommended or required student or employee activity that applies to all or the vast majority of group members (e.g., Register for Classes; Renew your Parking Pass; Elect your Annual Benefits through Open Enrollment)

b. Contact [Gwen O'Brien](#), Director of Internal Communications

2. TheWeek@ND Digest

TheWeek@ND Digest is a weekly email, sent on Monday mornings, to all employees describing events, activities, deadlines, and registrations for that week. A student version of TheWeek@ND Digest is sent to students on Sunday evenings when school is in session. For submission of your event, fill out the form found [here](#) by **3 p.m. on Tuesday for the following week's edition**. For more info, go to uc.nd.edu/news-and-media-relations/internal-communications/ or call (574) 631-4753.

3. NDWorks Weekly

This weekly e-newsletter will feature news/announcements that extend beyond "this week" and may, in fact, have long timelines and various phases. This will bring several University announcements intended for all faculty and staff into one email, reducing the frequency of individual mass emails.

Offices interested in including a message in NDWorks Weekly may email NDWorks@nd.edu by **Thursday at 5 p.m. to have your message considered for inclusion in the next Tuesday morning email**. Your priority message would also appear on the NDWorks.nd.edu as an article ([sample](#)). For more info, visit [here](#).

4. Graduate School student emails
To send an email to graduate students please visit graduateschool.nd.edu/faculty-staff/ and click DGS/A & Administrator Resources for information.
5. First Year Advising student emails
Information is available [here](#) for for potential inclusion in emails sent to first-year students.
6. Department/Center student emails
Academic departments have 3 options when emailing their own students or a specific group of students: IrishLink, Pre-populated Google Groups, and Targeted Google Groups. For information, go to <https://registrar.nd.edu/department-resources/google-group-information/>.

<u>Email address</u>	<u>Description of group</u>
ARTS-LETTERS-CHAIRS-group@nd.edu	AL department chairs
ARTS-LETTERS-REGULAR-FACULTY-group@nd.edu	AL regular faculty
ARTS-LETTERS-NON-REGULAR-FACULTY-group@nd.edu	AL non-regular faculty
ARTS-LETTERS-STAFF-group@nd.edu	AL staff
AL-DUS-list@nd.edu	AL directors of undergraduate studies
AL-DUS-ASST-list@nd.edu	AL assistant directors of undergraduate studies
AL-DGS-list@nd.edu	AL directors of graduate studies
AL-DGS-ASST-list@nd.edu	AL assistant directors of graduate studies
AL-CHAIRS-ASST-list@nd.edu	AL administrative assistants for department chairs
AL-ADMINS-list@nd.edu	AL admins who support a department

POSTER DISTRIBUTION

1. The following people have volunteered to hang event posters in their office building. The chart includes an estimate of how many posters are needed. Send the appropriate quantity to the contact person and they will hang the posters.

*Please do not tape posters on any windows or glass doors. Posters may be hung on bulletin boards or tackable surfaces in Arts and Letters buildings (preferably using painter's tape).

Room #	Building	Contact Person	# Posters
E390	Corbett 3rd floor	Tina (Elkins) Clark	1

502	O'Neill	Emily Matz	3
233	Decio	Kelly Huth	4
100	O'Shaughnessy	Kim Murray	20
E296	Corbett 2nd floor	Michelle Thornton	3
306	Riley	Kristine Alumbaugh	4
715	Hesburgh Library	Tara O'Leary	1
230	DPAC	Stacey Stewart	3
219	Coleman-Morse	Sheila Christophorou	1
130	Malloy	Margaret McVeigh	5
2060	Jenkins Nanovic	Greg Endicott	6
315	Bond	Maribel Rodriguez	3
		Total Posters Needed	56

2. For LaFortune Student Center:
 - a. 5-10 posters - contact building manager at 631-8128
 - b. if unavailable, take to [SAO](#). For e-posters on e-board, email your PDF to sao@nd.edu or call the office at 631-7098.
3. Duncan Student Center:
 - a. Posters, table tents and other promotional materials are not permitted in Duncan Student Center.
4. For North and South Dining Halls:
 - a. For table tents, tables and banners in the dining halls email [Amy Ruth](#) in Campus Dining Administration or call her at 631-1767.
 - b. She will need a copy of what you will be displaying, the event name, and your department name.
5. For undergraduate dorms:
 - a. Posters created by departments do not need SAO preapproval
 - b. You will need someone who has access to the dorms to do poster distribution, such as a network of student ambassadors, rectors, hall presidents, etc.
6. For graduate students:

- a. For distribution of table tents or printed posters, contact [Matt Anderson](#) in the Graduate School.

Note: Depending on the content/audience appeal of the event, poster print runs for on-campus displays—including for O’Shaughnessy Hall—typically vary between 55-100.

DIGITAL SIGNS

To advertise your event using digital signs on campus you may send a jpeg (1920 x 1080 — be sure to offer both horizontal and vertical versions) to OIT using digitalsignage@nd.edu or invite yourself to the Google group: digital-sign-users-group@nd.edu. These 2 options will alert every area with a digital sign in use. Include in your message the properly sized jpeg and your target audience. Please keep in mind that it is up to the owners of the digital sign if they wish to include your event on their sign.

Stipulations for digital signs at **Duncan Student Center** (midfield commons video board, welcome desk, and Innovation Lounge).

1. Priority is given to SAO student clubs but will accept graphics from any University department. As a result they may have to limit the number of graphics from departments.
2. Send graphics or short videos directly to [Kim Miller](#).
 - a. Please send horizontal images as 1920 x 1080 and/or vertical images as 1080 x 1920. Note that we will only run horizontal images on our horizontal displays and vertical images on our vertical displays. Sending both formats ensures that your image will run on all displays. The max upload file size is 10 GB. Acceptable file types are .jpeg, .PDF, or .mp4 (**:30 seconds or less with NO audio**).
3. Please include a start and end date. A 5-7 day lead time is preferred. Graphics will be uploaded within 3 business days and may run for a max of 30 days.
4. All messages must be appropriate and include the name of the sponsoring group.

To purchase a digital sign for your area, please visit [Digital Signage](#) to request a consultation.

ADVERTISE in THE OBSERVER

To advertise in *The Observer*, the student newspaper, visit ndsmcobserver.com. Or you may contact the advertising staff by email at advertising@ndsmcobserver.com or by phone at 574-631-6900. Contact them for rate information. *The Observer* runs print editions on Mondays, Wednesdays, and Fridays.

VIDEO and PHOTOGRAPHY PROJECTS

To record your lecture or event, please contact the [OIT's Notre Dame Studios](#). They offer a variety of services including audio and video recording services, live streaming, and video-on-demand.

To hire a university photographer for your event, contact Michael Wiens in [Multimedia Services](#).

InsideND ANNOUNCEMENTS

Organizations approved as publishers for InsideND can submit tasks to be featured announcements on the [InsideND](#) home page. If you are not already a publisher, you can request that access [here](#) after reading the instructions for the form. Information on how to request a “featured task” announcement, including process and approval guidelines, can be found on the [InsideND Standards document](#). Submit featured task requests 5-7 days ahead of time.

OTHER EVENT PLANNING, COMMUNICATIONS, PUBLICITY

The Hammes Notre Dame Bookstore staff and marketing team can help you with faculty book events such as signings. Submit this [form](#) to begin the process.

To consult about major events and other special initiatives that may call for strategic communications to external audiences, such as colleagues at other universities or potential undergraduate/graduate students, contact the Office of Communications at 631-4269.

If you are bringing a well-known public figure to campus or think there is a media relations angle to your event, contact [Sue Ryan](#) in Media Relations as far in advance as possible. If your public figure is in research, please contact [Joanne Fahey](#).

If you are making your own poster or related items, be sure to follow the University brand standards at [onmessage.nd.edu](#).

1. Be sure to review [usage](#) for the shield logo, monogram, leprechaun, and the university seal.
2. You may review [departmental branding usage](#) or if you would like a brand standards review of your print piece, please contact [Heidi Henke](#).

FedEx Office in LaFortune is the on-campus vendor for print services — including large format printing, signs and banners, binding, laminating, and more — and has free delivery to campus locations. More information is available [here](#) or by searching “FedEx Office” on [inside.nd.edu](#). They have a quick turnaround and offer a university discount on pricing. You may email [Heather Strange](#) or call (614) 512-6350 with questions about projects.

For assistance with planning scholarly conferences, contact the Office of Academic Conferences at (574) 631-1468 or (574) 631-7291 or visit [isla.nd.edu/for-faculty/conference-support](#). ISLA's academic conference services are available to

faculty in the College of Arts and Letters for events that exceed a total budget of \$10,000. For smaller events, such as dinners at the Morris Inn, book launches, etc. contact venue.nd.edu.

To explore opportunities to reach graduate students, contact [Matt Anderson](#) in the Graduate School. Options include Grad Life weekly newsletter, GSU weekly newsletter, Grad Lounge e-bulletin board, Grad Lounge table tents or brochures, and/or Grad Life social media.

For assistance reaching the local community, contact the staff in Community Relations— see publicaffairs.nd.edu/people.

OFF-CAMPUS LOCATIONS for PUBLICITY

Bethel College - Sufficient Grounds
Cafe and Campus Store
(case-by-case through Bethel College
student development office)
711 West McKinley Avenue
Mishawaka, IN 46545
(574) 807-7577

Brother's Bar and Grill
(would need to be approved by
corporate office)
1234 North Eddy Street, Suite 125
South Bend, IN 46617
(574) 287-2767

Chicory Café
(flyers on community bulletin board)
105 East Jefferson Boulevard
South Bend, IN 46601
(574) 234-1141

Fiddler's Hearth
(flyers on board or shelf in entryway)
127 N Main Street
South Bend, IN 46601
(574) 232-2853

Griffon Bookstore
(board available for flyers)
121 West Colfax Avenue
South Bend, IN 46601

(574) 287-5533

Idle Hours Bookshop
(smaller items like flyers)
212 South Michigan Street
South Bend, IN 46601
(574) 234-3860

Let's Spoon
(board available for posters)
1635 Edison Road
South Bend, IN 46637
(574) 292-2358

Old National Bank
(flyers on customer counter)
1233 N. Eddy Street, Suite 101
South Bend, IN 46617
(574) 239-3500

St. Joseph County Public Library
(w/approval from 3rd floor Publicity
Office)
304 South Main Street
South Bend, IN 466010
(574) 282-4600

South Bend Chocolate Café
(flyers and posters on bulletin boards
in between restrooms and smaller print
items up front)
122 South Michigan Street
South Bend, IN 46601

(574) 287-0725

Urban Outfitters
(may bring flyer for employee breakroom)
1234 N. Eddy Street, Suite 116
South Bend, IN 46617
(574) 288-5610

Note: Other area businesses such as O'Rourkes, Hammes Bookstore, Five Guys and Chipotle do not have a space available to help at this time.

LOCAL MEDIA and COMMUNITY CALENDARS

Please consult with [Media Relations](#) if you want to do more than submit an event listing:

[Globe Radio](#) 91.1 FM
1700 South Main Street, Goshen, IN 46526
(574) 535-7488
globe@goshen.edu

[South Bend Tribune](#)
225 W. Colfax
South Bend, IN 46601
(574) 235-6161
webmaster@sbtinfo.com

[WVFI Radio](#) - ND campus radio station
200 LaFortune Hall
Notre Dame, IN 46556
(574) 631-6888

[WVPE 88.1 FM](#)
2424 California Road, Elkhart, IN 46514
(574) 674-8895
[Submit an event](#) to their Community Calendar

REGIONAL COLLEGES and UNIVERSITIES

Bethel College
Student newspaper: [The Bethel Beacon](#)
For advertising in the campus newspaper: (574) 807-7105

Goshen College
Student newspaper: [The Record](#)

For advertising in the campus newspaper: record@goshen.edu

[Holy Cross College](#)

No student newspaper

For advertising on campus: pr@hcc-nd.edu

Indiana University at South Bend

Student newspaper: [The Preface](#)

For advertising in the campus newspaper: ads.preface@gmail.com

[Saint Mary's College](#)

Student newspaper: same as ND's *The Observer* (see topic "Advertise in *The Observer*" for instructions)

Last update 12/21/22