

# Kentucky Wesleyan College

## Policy & Procedure Manual

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### **Event Promotion**

**Approval:** Cabinet

**Policy Type:** College

**Policy Owner:** Public Relations Director

**Responsible Office:** Public Relations

#### **Revision History**

**Approval Date:** 9/1/15

**Modified:**

**Next Review:** 6/18

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#### **1. Purpose**

- 1.1. To ensure appropriate promotion of campus events through timely notification to the Office of Public Relations.

#### **2. Scope**

- 2.1. Applies to all Kentucky Wesleyan staff and faculty.

#### **3. Policy**

- 3.1. The Office of Public Relations serves as the primary liaison to the media and publicly announces college-sponsored events to which the public may be invited. Events include, but are not limited to, speaker/lecture series events, special presentations, guest speakers, alumni functions, musical performances and student life events.
- 3.2. When promoting any event, website coverage and brochure development must be accomplished well in advance. In addition, any news releases, social media announcements, interviews and other print and broadcast materials must be developed with ample lead time for maximum exposure.
- 3.3. To submit an event for timely promotional consideration, the [Event Promotion Request](#), located on PantherNet, should be submitted to the Office of Public Relations no later than six (6) weeks in advance of the scheduled event date.

#### **4. Procedures**

- 4.1. Speaker series topics must be approved in advance by the Vice President of Academic Affairs. It is the responsibility of the faculty member hosting the series to obtain formal

approval for a potentially controversial topic before promotion of the event can be requested. Event location, including Tapscott Chapel, should be requested with the Student Life Administrative Assistant, per the standard operating procedure for requesting event space.

- 4.2. Complete and submit the [Event Promotion Request](#) to the Office of Public Relations. The request form should include basic information, such as: official name of event, date, time, location, topic (when applicable), biographical information of speaker, publicity photo and other pertinent information, as necessary.
  - 4.3. If you do not have complete information at the time the event is scheduled, but do have a time and date, please submit the [Event Promotion Request](#) with the information available at least six (6) weeks in advance, so that Public Relations can add it to the calendar and work it into the promotional schedule. The [Event Promotion Request](#) should be FULLY complete no later than four (4) weeks prior to the date & time of the event to ensure adequate promotional coverage.
  - 4.4. Any event notification received less than six (6) weeks in advance is not guaranteed to receive adequate promotion.
  - 4.5. Any event notification received within two (2) weeks of the event date will not be promoted.
  - 4.6. It is understood that on rare occasions, due to extenuating circumstances, a speaker becomes available and a subsequent event is scheduled with little advance notice. In these instances, the Director of Public Relations has the discretion to determine whether an adequate amount of time exists to promote the event. The Vice President for Advancement, in consultation with the President of the College, when appropriate, will have final determination on the ability to promote a last-minute event.
  - 4.7. Some events, due to their nature (i.e. ticketed events, such as Lessons and Carols, plays, etc.), require special attention and a minimum of eight (8) weeks advance notice.
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