

# Kentucky Wesleyan College

## Policy and Procedure Manual

---

### **EVENT PROMOTION**

**Approval:** Cabinet

**Policy Type:** College

**Policy Owner:** External Relations

**Responsible Office:** External Relations

#### **Revision History**

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

**Modified:** 10/19/20

**Next Review:** 10/21

---

### **1. Purpose**

1.1 To ensure appropriate promotion of campus events and activities to external audiences via timely notification to the Office of External Relations.

### **2. Scope**

2.1 Applies to all Kentucky Wesleyan staff and faculty.

### **3. Policy**

3.1 External 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 It is incumbent on the event owner/organizer/sponsor to review the criteria and guidelines below and send all required information to Eddie Kenny (ekenny@kwc.edu) and Kathy Rutherman (krutherman@kwc.edu) no later than four (4) 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.

4.2 Submit an Event Promotion Request by email to Kathy Rutherman and Eddie Kenny in External Relations. The request 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 **Media/Press Releases:** Please send that information to Kathy Rutherman and Eddie Kenny. Provide as much detail as possible when doing so in order to expedite the process of drafting and approving a press release for distribution to various media contacts. Where appropriate, these releases/stories will also be added as stories on the website. All media inquiries should be directed to External Relations, which will then coordinate interviews and media hosting with necessary parties.

4.4 **kwc.edu Event Calendar:** You must complete the Campus Calendar Event Request Form (this is maintained by Chanda Prater in the President's Office and also ensures the events are placed on the President's calendar). This Form ensures no events are missed and all event information is correct and on the website in a timely manner. You can access the Calendar Request Form under Faculty/Staff on kwc.edu or by clicking this link: <https://kwc.edu/campus-calendar-event-request/>.

4.5 **Social Media Coverage:** Please send event photographs and information to Sydney Smith (sidney.smith@kwc.edu) and Eddie Kenny, especially during events that we are unable to staff.

4.6 Any event notification received less than four weeks in advance is not guaranteed to receive adequate promotion.

4.7 Any event notification received within two (2) weeks of the event date will not be promoted.

4.8 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, External 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.

4.9 Some events, due to their nature (i.e. ticketed events like Lessons and Carols, plays, etc.), require special attention and a minimum of 8-weeks advance notice.