

PUBLICITY REQUEST

Becker College Office of Marketing & Strategic Communications

Before completing this document, please review "Is your idea/event newsworthy," and "Supporting the College's vision, mission, and core values and key themes," on page 3-4. Send your completed, scanned request form to: marketing@becker.edu and a marketing staff person will be in touch to speak with you or schedule a meeting. We request at least two weeks' notice for publicity requests. Shorter notice will be handled on case by case basis.

For more information, contact Carolyn Assa at carolyn.assa@becker.edu (508) 373-9534 or Sandy Lashin-Curewitz at sandy.curewitz@becker.edu (508) 373-9529.

Today's Date: _____ Your name: _____
Ext.: _____ best times to call: _____
Alternate phone: _____ best times to call: _____
Email: _____

What is the purpose of your request? (check all that apply)

_____ Publicize event _____ Feature story idea _____ Faculty, staff news/New hire
_____ News story _____ Campus Announcement _____ Photo opportunity _____ Grant/donation
_____ Social media. Provide relevant hashtags: _____
_____ Other, please describe: _____

When and where is it happening?

Day(s): _____ Date(s): _____
Start time: _____ a.m./p.m.: End time: _____ a.m./p.m.
Is this a recurring event: _____ If so, how often? _____
Location: _____
Contact person: _____ Phone number (for publication): _____
Email: _____

Information:

Name of event/story: _____
Description of event:

Story idea (description of idea): _____

Person(s) featured: _____

Sponsored by (please give all groups, clubs, etc. involved): _____

Does event have website, or should links to websites be provided? List URLs and relevant hashtags:

Target audience. If this is for a particular segment of the population (e.g. for students, prospective students or for local business leaders, etc.) please describe:

Open to the general public? yes no

Please specify how many if there are a limited number of slots/seats/openings: _____

Admission fee: _____ RSVP or registration deadline (date): _____

If this represents a partnership or collaboration with other groups or organizations, please name of organization and contact. Provide partnership statement if known.

If your story is about a person, we assume you've told him/her that we'll be in contact with him/her. Please provide his/her email and phone number with best times to call.

Are there people (experts etc.) involved in this story that Becker, or the press, should interview? Please give us their names, titles, email address, phone numbers, and best times to call them.

Photo opportunity:

Describe the photo (include time, place and names of people involved):

If the photo already exists, please identify all people in it and provide a caption:

Additional comments:

Is your idea/event newsworthy?

Please consider these generally accepted newsworthy criteria when determining whether your idea or event is newsworthy:

- Topic – Does the story/event have to do with a topic of interest?
- Audience – What sort of people would have interest? Does your idea/event align with the mission of Becker College and its initiatives, support enrollment, fundraising or brand?
- Timeliness - The "breaking" quality of news is its most important characteristic. Is your idea/event relevant to current events?
- Impact – Will many or few people be affected by your idea/event? Will your target audience identify with/relate to your idea/event?
- Prominence – Is your topic easily identifiable? Will many or few people have interest? Does your idea/event involve anyone of prominence?
- Conflict - Does your idea/event contain any element of conflict, drama, or controversy?
- Proximity – What is the local angle of your idea/event? Does it feature a local person? About something that happened locally? Provide a local perspective to something that happened elsewhere?
- Uniqueness – The more unusual your idea/event is, the more newsworthy it is.
- Science and progress – Is your idea/event related to a technological or scientific breakthrough?

How does your idea/event support the College's vision, mission, and core values and key themes: Agile Mindset; global citizenship; innovative, and entrepreneurial institution.

- Thrive, contribute, and lead in a global society (Mission) (Global Citizenship)
- Contribute to a greater good (social impact, positive social change) (Core Values)
- Solve real-world problems and create self-sustaining business solutions that have social impact (Yunus Social Business Centre @ Becker College)
- Navigate change and create new value in the hyper-connected, automated world of the 21st century. Leverage the uniquely human skills of empathy, divergent thinking, entrepreneurial outlook, and social and emotional intelligence (Agile Mindset)
- Innovative, entrepreneurial institution (MassDiGI, Agile Mindset, Social Impact Investing)

Additional ways to get the word out—editorial policies for:

MEDIA

Press advisory – When requesting press coverage of an event. Not intended to be published. Provides the 5 Ws: Who, What, When, Where, Why. Uses a compelling headline.

Press release – Facts for external publishing: announcements, event details, appointments. Should be 100 percent publishable. Include photo when possible.

SOCIAL MEDIA

Twitter – Primary audience is media, companies, organizations. Students and families are a smaller audience. Short illustrations of strategic messages. Promotion of initiatives that align with Becker mission/brand.

Twitter (@BeckerPrez) – Demonstrates the President's thought leadership.

Facebook – Our news channels; cover what is happening.

Instagram – Illustrates campus life, student engagement, some event coverage.

WEBSITE

Website – Does it support enrollment and retention, fundraising, or enhance brand.

Highlight – High profile announcement.

Home page slide – Promotes Becker and its current initiatives.

INTERNAL COMMUNICATIONS

All Campus Email: Substantive non-emergency communication of interest to campus community emailed to faculty and staff (campus distribution list) and/or students (student distribution lists). May be sent by president's office or other administrative office (requires approval from appropriate vice president). Communications to Board of Trustees, Corporators, Alumni Board are sent by President's Office (For emergency notifications, see Emergency Operations Plan).

Daily Announcements – A compilation of announcements about Becker people, news, and events, to keep faculty and staff informed. Announcements must be approved by the appropriate vice president and marketing, prior to distribution. Emailed daily during the academic year and weekly during the summer by Lauren Christy.

Headlines & Headliners – Becker College in the news. Compilation of published news stories about Becker and its people, programs, and initiatives.

Becker Buzz – Targeted to students, distributed by Campus Activities and Student Leadership (CASL)