



## Get the Word Out!

Want to spread the word around Simmons about your events?  
Use this resource guide to help you boost attendance.

If you need more information, contact the Office of Public Relations at x2363.

☞ **In the Loop** – This biweekly, internal online publication for faculty and staff, produced by the Office of Public Relations, publicizes upcoming events through select feature stories and an events calendar.

Deadline: 2 weeks prior to event

Contact: Elyse Pipitone, *In the Loop* editor, at 521-2361 or [pipitone@simmons.edu](mailto:pipitone@simmons.edu)

☞ **External Publicity** – If your event is open to the public and may have news potential, contact public relations at 521-2363 at least **SIX WEEKS** before the event, when possible, to discuss possible media promotion to reporters and editors.

☞ **Web Calendar** – Submit your event to the Simmons web site's Calendar of Events. This calendar is meant **ONLY** for events that are open to the public, or that would be of interest to prospective students. If your event is open only to the Simmons community, post it through Campus Announcements (see below).

Deadline: Allow 3 business days for the event to be posted to the site.

Visit: <http://www.simmons.edu/overview/news/events/submit/>

☞ **Campus Announcements Email System** – You must select either Employee Announcements (password-protected information for faculty and staff only), or Campus Announcements (viewed by the entire Simmons community, including students, as well as the general public). Announcements are sent out daily to the Simmons community.

Deadline: Allow 3 business days for the event to be posted in the email digest.

Visit: <http://my.simmons.edu/announce/>

☞ **Centennial Hallway Display Case** – If you have an event of institutional importance that's open to the Simmons community and the public, you can publicize it with a visual display, including photos, artwork, and more. (*The Centennial Hallway connects the College Center and Java City with the MCB Lobby.*)

Deadline: Reserve your space at least 2 weeks prior to the event. Availability is on a first-come, first-served basis.

Contact: the Public Relations Coordinator at 521-2176 or [amanda.voodre@simmons.edu](mailto:amanda.voodre@simmons.edu)

☞ **TV Monitors** – Post your message throughout the College via the Message Display System, a network of TV monitors located in the MCB, Park Science Building, One Palace Road, and the Library.

Deadline: 1-2 days prior to event

Visit: <http://my.simmons.edu/services/technology/media/advertise.shtml> to submit an online request form.

☞ **Simmons Voice** – The student-run newspaper is published weekly on Thursdays through the academic year.

Deadline: Monday by noon

Contact: *The Simmons Voice* at 521-2442 or [voice@simmons.edu](mailto:voice@simmons.edu)

☞ **For Alumnae/i Audiences** – The Office of Marketing Communications-Advancement manages all communications to alumnae/i, including news and information posted on Alumnet ([www.alumnet.simmons.edu](http://www.alumnet.simmons.edu)), emails to alumnae/i, an alumnae/i e-newsletter, and information included in the *SIMMONS* alumni magazine.

Deadline: varies

Contact: Allyson Irish, director of alumnae/i communications, at 521-2324, or [allyson.irish@simmons.edu](mailto:allyson.irish@simmons.edu)

☞ **Colleges of the Fenway (COF) Calendar** – Your events that are open to the public can be publicized to all members of the Colleges of the Fenway consortium. Visit <http://www.colleges-fenway.org>, click on "Events," then "Click here to Post an Event."