

Publicizing Your Events

Contact Information: College Events Center (CEC), Room 105, 200 McAllister; (415) 565-4602; cec@uchastings.edu

Each event's organizer is responsible for publicity related to such event, and the CEC is pleased to provide guidance about the following resources, all of which are available for event publicity
To list your event on the college events master calendar or to request that your event be advertised on the TV display in the 200 building lobby:

Master Calendar of Events

- Once an event is confirmed in the Astra Room Reservation Schedule, it is manually inputted into the UC Hastings Events Calendar.
- If you don't see your event on the calendar or would like an event description or a modification to your event on the Events Calendar, please email cec@uchastings.edu as soon as possible to make sure your event is updated.
 - "Per the UC Hastings SOP on event publicity, the Office of Communications and Public Relations and the Office of Institutional Advancement independently monitor the master calendar and determine which events will receive additional publicity that uses the resources of each office."

200 Lobby Display

- Events to be advertised in the 200 Lobby Digital Display should be emailed directly to cec@uchastings.edu.
- If you have an existing flyer you would like to be displayed, please make sure the flyer is in a horizontal .jpg format. The exact dimensions of the Digital Display are 1920 x 1080 pixels, so if you can design it with those dimensions in mind, that would be even better.
- If you do not have an existing flyer, you can email a plain text description with all the pertinent information (time frame, location, and date) and your event will be advertised using the UC Hastings color and font schemes. Please make sure descriptions are kept short as advertisements are only cycled through for 10 seconds at a time.
- Only UC Hastings related events can be advertised.

The Weekly Newsletter and UC Hastings Intranet

- Students events posted to the UC Hastings Events Calendar **are not** automatically added to the Weekly Newsletter.
- Please see the [Weekly's](#) main page for detailed instructions on how to submit to the Weekly.

For information on how to design a brochure for your event, or branding your event:

Branding: <http://www.uchastings.edu/news/media-relations/identity-standards/index.php>

Design: [Sample_Release_Brochure.pdf](#)

Photocopying: UC Business Center:

<http://www.uchastings.edu/about/admin-offices/business-center/index.php>