



## MARKETING AND RECRUITMENT

### How to Request News

For Rogue Community College staff

Want to get your news or success story out to the media? The easiest way is to submit your event to the RCC Activity Calendar at [www.roguecc.edu/Calendar](http://www.roguecc.edu/Calendar).

1. In the upper right hand corner of the Calendar webpage, click on "Submit an Event." A News and Events Submission Form will appear.
2. Under "Action Desired," click "Activity Calendar," "Public Service Announcement (PSA)," or "Both."
3. Complete the online form and submit. Marketing and Recruitment will review and possibly edit your submission, we'll post it to the calendar, generate a press release, and distribute your news to print and broadcast media throughout the Rogue Valley.

Alternatively, you can send Marketing and Recruitment an email with the following information:

1. Date, time and place of the event
2. Story information
3. Suggested headline
4. Contact name for more information, phone number, email and/or website
5. Send to Grant Walker, at [gwalker@roguecc.edu](mailto:gwalker@roguecc.edu).

### Tips

- See news release examples at <http://www.roguecc.edu/MarketingRecruitment/PSA.asp>
- Be concise. Try not to exceed one page. State what's first, best, most, only, or new.
- State who, what, when, why, where and how, if relevant, in order of importance to your intended audience. Specify which campus, building and room as well as weekday, month, date, and hours.
- If you want the public to call, include a name and number in the text.
- Double-check grammar, spelling (especially people's names) and punctuation.
- After RCC Marketing and Recruitment sends the release, you may call media and ask if they're interested or need more information. Never insist on coverage; it's their option to use the PSA or not.

### Questions?

Grant Walker, Ext. 7088, or [gwalker@roguecc.edu](mailto:gwalker@roguecc.edu)