You’re Hosting an Event: Now What?
Questions to get started with the news gathering process

Answers to these questions will help University Communications & Marketing determine whether your event can be used for university news (Web, American Magazine), and/or external news media (newspapers, magazines, TV, radio, etc.).

1) The Basic Facts.
   1. Who are the speaker/s? (Include name, title, bio and connection to AU- ie: alum)
   2. What type of event is this? (a panel, speech, film screening, class presentation. Include specific description and title of event)
   3. When? (Date, starting & ending time) Where? (Room & Building)
   4. Is this a one-time event, an annual event, part of a larger series? Be specific.
   5. Who is the audience that will be attending and what is the expected attendance?

2) Tell us what you are doing to promote the event to your target audience.

3) The purpose for hosting/sponsoring this event.
   1. What is the main focus of discussion?
   2. What will students learn from attending this event?
   3. Explain the circumstances behind the development of the event, if unique. Also, which group(s) is sponsoring the event?

4) Help us determine the newsworthiness of your event.
   a. Conflict/Controversy – What are the viewpoints being expressed?
   b. Impact – How does the discussion affect the general public?
   c. Prominence – What is noteworthy about the speaker/s?
   d. Timeliness – How is the discussion relevant today?
   e. Uniqueness – What is unusual about this? Is this the first, last, biggest?
   f. Backstory – Name an extraordinary factoid, reason why this event is taking place

5) How does it reinforce the Brand Messaging?
   Active Citizenship, Learning From Leaders, Connecting to Pinnacle Institutions (NSF, NIH, Smithsonian, etc), Tackling the World’s Most Pressing Issues (Big themes such as Human Rights, Healthcare, The Environment, International Security, The Economy, Latin America, Social Change).

6) How does it advance the Strategic Plan?
   Include specifics about how and why this will resonate with target audiences.

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