



Texas Wesleyan
UNIVERSITY

NEWS, EVENTS AND ANNOUNCEMENTS:

Part 1: One. Done.

SMALLER. SMARTER.

Introduction

- ▶ T4 (New CMS) includes news publishing capabilities
- ▶ We've rethought and redesigned
 - Blast emails are gone
 - The “old Flame” is gone
 - We've given you *relevant* tools
- ▶ Promotion includes news, events and announcements

txwes.edu/share

- ▶ Announcements – A 140-character shout-out space
- ▶ News – Relevant, “shareable” information
- ▶ Events – The “who, what, when and where”

Campus Buzz

- ▶ 140-characters; to the point
- ▶ Internally-focused: Births, items for sale, office parties, special promotions, congratulations
- ▶ Be fun, grab attention and say it quickly!

Announcement Example

- ▶ “Wesleyan window stickers are now available in B-36 of the West Library. Are you a graduate? Get an alumni sticker – <http://bit.ly/125U3oO>”

Try it!

- ▶ Go to txwes.edu/share
- ▶ Limit your buzz to 140 characters
- ▶ Click submit!

News

- ▶ The stories that promote your department or office – shareable
 - Eight-word titles
 - Optimal length of 300-500 words
 - The interesting, exciting and unique

What's a News Story?

- ▶ The work or awards of a professor
- ▶ A successful graduate
- ▶ Critical thinking opportunities
- ▶ A unique angle on an upcoming event

Make it Your Own

- ▶ Your news feed is your department or office's direct line to the world – really a blog.
 - Guest posts by professors
 - Unique perspectives on current trends
 - Lists and photos

How to Write an News Title

▶ News Titles

- What people really see
- Optimal: eight words
- Grab your reader's attention
- Sell your story – the point

How to Write a News Story

- ▶ Find an angle – would people care?
- ▶ A successful graduate
- ▶ Unique critical thinking opportunities
- ▶ A unique angle on an upcoming event
- ▶ A new take on recent findings

News Title Example

- ▶ “Festival Has a New Take Ornette Coleman’s *Free Jazz*”
- ▶ “Six Things You Didn’t Know About Athletic Trainers”
- ▶ “Tandy Hills Study Takes Home Jack Klugman Award”

News Body

- ▶ Everything important in first 35 words.
- ▶ Support with an interesting angle
- ▶ Keep it under 500 words
 - Optimal: 300-500
- ▶ Use Web Writing techniques
 - Lists
 - Headings and Subheadings
 - Simple, conversational sentences
 - Use three links

News Body

The last time Cornell Dupree, Ornette Coleman, Dewey Redman and Al Jackson played *Free Jazz*, they were booed off the stage.

Now *Free* is considered a monumental jazz work, and the four Fort Worth-born icons are returning to Texas Wesleyan to perform it for the first time since 1962.

We asked Coleman, who now lives in Manhattan about his memories of Fort Worth and the importance of jazz on college campuses.

Add a Photo

- ▶ Select a relevant color photo – horizontal is best – to add to your article and event.
- ▶ Not important? Might be all they see ...

Do it!

- ▶ Use word.off.org to clean formatting
- ▶ Submit as news
- ▶ Tip: Write it out beforehand

Events

- ▶ Different from a news story
 - Focused on getting there
 - Accurate dates, times, location
 - “Everything you need to know before you go”

How to Write an Event Title

▶ Event Titles

- The most important part
- Best at eight words or so
- Should grab attention
- Think of your selling point

Event Title Example

- ▶ “Ornette Coleman’s *Free Jazz* at the Highlander Jazz Festival”
- ▶ “Class Registration for Fall 2013 Begins”

Event Body

- ▶ Keep it to 100 words or less.
- ▶ Add admission fees, special instructions, etc.
- ▶ Put yourself in your user's shoes. What do they need to know?

Event Body Example

About the Performance

The Highlander Jazz Quartet takes on Fort Worth native Ornette Coleman's landmark 1961 album *Free Jazz* in a special performance in Martin Hall.

The four students that make up the quartet are Fort Worth natives who grew up listening to the jazz titan's classic debut record, which mixed melody with atonal playing and sharply divided listeners when it was first released in 1961.

About the Quartet

Dewey Redman, King Curtis, Cornell Dupree and Al Jackson started playing jazz at I.M. Terrell High School under the direction of G.A. Baxter, who also taught Coleman in the mid '50s.

Admission: Free

Event Body Example

How to Register

- Meet with your adviser: Schedule an appointment with your adviser so you can determine which classes you need to take – and the best order to take them
- Turn in your card: Once your adviser has signed your advising card, bring it to the registrar's office.
- Go to RamLink, click "Register for Classes" and get started.

Review

▶ Announcements

- Simple, 140 character shouts

▶ News

- A relevant take on your department happenings

▶ Events

- Important details for your events