

**Yale College Arts**  
**Publicity Handbook**  
**for Students**

Yale College  
Office of Student Life  
55 Whitney, Suite 240  
New Haven, CT 06510



- 1) [Introduction](#)
- 2) [Event Promotion](#)
  - a) [Posters and flyers](#)
    - i) [Distributing posters and flyers](#)
      - (1) [On Campus](#)
        - (a) [University policies](#)
      - ii) [Off Campus : New Haven](#)
      - iii) [Printing posters and flyers](#)
        - (1) [Yale Printing and Publishing Services \(YPPS\)](#)
        - (2) [TYCO](#)
    - b) [Online Calendars](#)
      - i) [Yale University](#)
        - (1) [Yale College Arts](#)
        - (2) [Yale Arts Calendar](#)
        - (3) [Yale Calendar of Events](#)
      - ii) [Local](#)
        - (1) [INFO New Haven](#)
        - (2) [The Daily Nutmeg](#)
      - iii) [Regional](#)
        - (1) [Arts Council of Greater New Haven](#)
        - (2) [Art New England](#)
        - (3) [Greater New Haven Community Events Calendar](#)
        - (4) [New York Times NY/Region: Things to Do in Connecticut](#)
        - (5) [Shoreline Times](#)
        - (6) [Take Magazine](#)
        - (7) [Visit New Haven](#)
    - c) [Pan lists](#)
    - d) [Social media](#)
      - i) [Facebook](#)

- e) Checklist of best practices for event promotion
  - i) Audience
  - ii) Publicity Team
  - iii) Budget
  - iv) Scheduling
- 3) Media Coverage
  - a) Writing Media Releases
    - i) The Yale Office of Public Affairs & Communications guidelines for writing media releases
  - b) Pitching your story to the media
  - c) Maintaining relationships
  - d) Media Outlets
    - i) Yale University
      - (1) Yale Alumni Magazine
      - (2) Yale Daily News
      - (3) Yale Herald
      - (4) Yale News
    - ii) Local
      - (1) Connecticut Style/WTNH Channel 8
      - (2) The Daily Nutmeg
      - (3) New Haven Independent
      - (4) New Haven Living
      - (5) New Haven Register
      - (6) WNHH Radio
      - (7) WQUN: The Morning Show with Ray Andrewsen
    - iii) Regional
      - (1) Art New England
      - (2) The Arts Paper
      - (3) Better Connecticut/WFSB

- (4) [Connecticut Magazine](#)
- (5) [Connecticut Post](#)
- (6) [Hartford Courant](#)
- (7) [The New York Times - Arts](#)
- (8) [Take Magazine.](#)
- (9) [Where We Live/WNPR](#)
- iv) [National](#)
  - (1) [ARTNews](#)
  - (2) [Broadway World](#)
  - (3) [Downbeat](#)
  - (4) [Huffington Post](#)
- 4) [Conclusion](#)
- 5) [Appendix](#)
  - a) [Online Calendars](#)
    - i) [Yale University](#)
    - ii) [Local](#)
    - iii) [Regional](#)
  - b) [Media organizations](#)
    - i) [Yale University](#)
    - ii) [Local](#)
    - iii) [Regional](#)
    - iv) [National](#)
  - c) [Free online design resources for posters/flyers](#)
  - d) [Pan lists and newsletters](#)

## Introduction

This handbook was created as a tool for Yale students working in the arts to help them understand and develop the skills to promote their performances and events to audiences within and outside of the Yale community and to create relationships with local, regional, and national media outlets. We've considered the ways that potential audiences receive and process information about upcoming events from the creation and distribution of printed posters and flyers to the digital submission to online calendars and magazines.

## Event Promotion

### Posters and flyers

Posters and flyers are the most traditional, and in some cases the most effective, ways of publicizing events to the members of the campus community. As students walk to their classes, residential colleges, dining halls, or extracurricular activities, they pass bulletin boards and kiosks promoting a wide selection of events and arts opportunities. Here are some key things to keep in mind when creating and distributing posters both on and off campus.

### Distributing posters and flyers

#### On Campus

#### University policies

Keep the following Yale University policies in mind when distributing posters and flyers:

- Posters may not exceed a size of 11 by 14 inches.
- Poster placement must be confined to regular bulletin boards, kiosks, and display cases provided for that purpose. Postering elsewhere is prohibited.
- No more than one poster announcing the same activity may be placed on the same bulletin board or in the same area.
- The name of the individual or organization responsible for the poster should be clearly printed on the poster.
- Postings in residential colleges must have approval of the respective head of college.

- Posters must be removed after the event they announce has taken place.
- Posters may not be posted for a period exceeding two weeks.
- Students may use chalk on walkways to advertise events, but those markings must be on areas that are open to the sky and the weather.
- Violation of these regulations may result in an organization's loss of official recognition and consequent loss of funding opportunities.

(Read more in Section K. Posters and Publicity from the [Undergraduate Regulations handbook](#).)

### Off Campus: New Haven

Many downtown New Haven businesses and service areas are willing to help artists and performing groups promote their events by displaying a poster in their windows or on a community bulletin board in their space. INFO New Haven, the Downtown New Haven visitor center, the New Haven Free Public Library, neighborhood coffee shops, and other gathering spaces are all great places to connect with potential audiences outside of the university campus. Consider distributing your posters to some of the following:

- Audubon Street Outdoor Kiosk, corner of Whitney Avenue at Audubon Street
- [Blue State Coffee](#), 84 Wall Street and 276 York Street
- [New Haven Free Public Library](#), 133 Elm Street
- [INFO New Haven](#), 1000 Chapel Street
- [The Institute Library](#), 847 Chapel Street, 2<sup>nd</sup> Floor
- [Willoughby's Coffee & Tea](#), 194 York Street and 258 Church Street

### Printing posters and flyers

#### [Yale Printing and Publishing Services \(YPPS\)](#)

YPPS uses state of the art technology to support the printing and media needs of the Yale Community. YPPS offers full service printing [services](#) and general promotional services for organizations with workday COA accounts.

## BluePrint

BluePrint, operated by the PaperCut software system, is available to all students and makes it possible for students to release their print jobs themselves. Print jobs must be accepted through CAS authentication at the device to print. Once a student has created an account they have the option to access printers across campus through a Yale computer terminal or their own personal computer. Current print rates are:

B&W = \$ 0.10 per image for the 1st side and \$ 0.02 per image for the 2nd side. Color = \$ 0.25 per image for each side.

Scans = \$ 0.01 per image.

### To create an account through quick start:

- Log on to the Yale network
- Set up the Blueprint global quest
- Install Blueprint/PaperCut client software
- Add funds to your BluePrint/PaperCut Account
- Release your print job at a BluePrint/PaperCut printer

## TYCO

TYCO, 262 Elm Street, is a local production shop popular with students for printing and promotional needs. Students can place orders online through the TYCO website or in-person at the shop. In addition to traditional brochures and flyers, TYCO also offers large format printing for signs, posters, and banners and promotional product printing such as t-shirts, pens, cups, bags, etc. To expedite the process, make sure to send an order with high resolution images, and, if possible, in PDF form. TYCO offers a 10% discount to students on their printing services for flyers and brochures.

Whether printing on campus or off, always review the final version of your document for the following information before sending to print:

- The full name of your event
- The full name of your organization



- Complete details including time, location, and a brief description of the event
- Audience information (open to the public versus Yale Community only)
- Admission cost, if any
- Contact information

### **Funding**

Student organizations can apply for [The UOC Event Grant](#)-- a grant that provides funding for events planned and hosted by all student organizations--to cover printing costs.

Printing/advertising expenses are permitted expenses, but only at Yale Printing rates (Single-sided B/W page: \$0.10, Double-sided B/W page: \$0.12, Color page: \$0.25)

*(from UOC Grants Guidelines)*

Student organizations can apply for a [Creative and Performing Arts Awards \(CPA\)](#) which supports creative arts projects in the residential colleges. There is a \$200 maximum on publicity costs: web pages, email, tickets, programs, invitations, table-tents, posters, and advertising for auditions or submissions.

*(from CPA Guidelines)*

## Online Calendars

Online calendars are a great tool for letting audiences outside of your immediate circle know about your event. Below is a sample of online calendars that accept event submissions. You'll find a complete listing of online calendars in the [appendix](#). Please note that many arts calendars do not charge for posting event submissions, but may require online registration.

The most important calendar for arts event promotion is the [Yale Arts Calendar](#), a comprehensive listing of arts events happening across programs, disciplines, performance spaces, and galleries on campus. Any member of the Yale community may [submit an event](#) to the Yale Arts Calendar, and select events are highlighted in the Assistant Dean for the Arts' weekly email to the Yale community. See complete event submission guidelines [below](#).

[Yale College Arts](#) highlights Yale College's great strength in the arts. The home page links to the six arts majors, the five Yale College arts units, and the four registered student groups which serve as umbrella groups for student art. There are new digital homes for the [Yale Drama Coalition](#), the [Alliance for Dance at Yale](#), and the [Yale Film Alliance](#). There are also feeds from, and links to, the Yale Arts Calendar and the arts workshops sub calendar. Students will find tools to advertise their productions, schedule and sign up for auditions, and recruit team members to their projects. Student projects advertised on this site will automatically be advertised on the Arts Calendar. The site aggregates students' work into profile cv pages to which the students can add photos and bios. This website is an essential tool for current students, faculty, and staff, as well as for alums, prospective students, and their families.

## Yale University

### [Yale College Arts](#)

#### **Submitting an event to the Yale College Arts Shows and Screenings page**

- **Any undergraduate live performance or film screening may be listed provided that:**
  - Admission is open to the public, including the entire Yale community.
  - All CPA funded shows must use the Yale College Arts ticketing system.
  - If there is an entrance fee, it must be noted on the event page.
  - Shows that charge an entrance fee may still use the Yale College Arts ticketing system.
  - Graduate or professional live performances or film screenings may not be listed.
  - However: These events may list auditions on the YDC website and newsletter.
- If you haven't logged in yet, you can log in through the link in the top right corner of the home page.
  - Once you're logged in, you can create a New Show Page
    - To list a new show, click "Create New Event" on the shortcut bar and follow the instructions on the event form.
    - There are several sub-pages to the form (accessed by the blue links on the left), so make sure you fill in all information before hitting "Save" at the bottom of the page.

- This will create an unpublished site for your show that must be reviewed by site administrators before being published on the Yale College Arts website.
- Once it is published, you will be able to edit it under the “Edit” tab or grant permission for others to edit it under the “Grant” tab.

## Yale Arts Calendar

### **Submitting an event to the Yale Arts Calendar:**

- **Any student or member of the Yale community with a valid NetID may submit an arts event to the Yale Arts Calendar** if the event is happening on Yale campus or happening in New Haven and involves participants from Yale.
- **Make sure your event has not already been entered.** Search the Arts Calendar for your event by both date and title, since it is possible an event has been created under a different title. Even small variations can cause an event to mistakenly appear twice.
- **Use a descriptive title** to encourage specific interest. Rather than “Lecture” use “Music Lecture Series: Uses of the Neapolitan Chord.”
- **Provide rich information about the speaker or performer.** Rather than “Led by Jane Doe” use “Led by Jane Doe, Dean of Yale College.”
- **Check the “Event Recurs” box for events that span multiple days.** This will create a drop down where you can select the type of recurrence (daily, weekly, etc.)
- **Don’t repeat information in the description field that is already offered elsewhere.** Include subsequent details (time, location, etc.) within their relevant fields, unless specific explanation is required.
- **Add a photo or artwork related to your event to help draw interest.** Please submit images to [ycarts@yale.edu](mailto:ycarts@yale.edu) with the title and date of your event in the subject line.
- **Include an event URL.** If available, include a web link that provides further information about the event or about your group.

### Yale Calendar of Events

The Yale Calendar of Events is managed by the [Office of Public Affairs](#) and lists everything happening in the Yale community from major conferences and symposia to ongoing exhibits at campus museums and galleries. Visitors to the Yale Calendar of Events can use the category filter to create a targeted search. **Please note that if you submit an event to Yale Arts Calendar, it will be automatically included on the Yale Calendar of Events once approved.**

## Local

### INFO New Haven

A program of New Haven's downtown business improvement district, [infonewhaven.com](http://infonewhaven.com) is New Haven's busiest tourism website, with robust information on local dining, shopping, and cultural events. There is no charge to add events to their [online calendar](#).

### The Daily Nutmeg

Every Monday, The Daily Nutmeg publishes "This Week in New Haven," featuring a curated list of local events for the upcoming week. Submit events to [hi@dailynutmeg.com](mailto:hi@dailynutmeg.com) or [complete an event submission form here](#).

## Regional

### Arts Council of Greater New Haven

The Arts Council of Greater New Haven is a non-profit arts organization connecting artists and residents with vibrant and creative arts experiences. Members can add events to an online calendar, a weekly e-newsletter, and more. [Membership is free](#).

### Art New England

Art New England is an online and print publication focusing on the artist communities throughout the region. Submit events to [calendar@artnewengland.com](mailto:calendar@artnewengland.com).

### [Greater New Haven Community Events Calendar](#)

Sponsored by [The Community Foundation for Greater New Haven](#) and [The New Haven Independent](#), this calendar is featured on the Independent's website. There is no fee to add events, but you must be [a registered user](#).

### [Shoreline Times](#)

Serving cities and towns along the Connecticut shoreline with local news, sports, entertainment and more. All events submitted will be reviewed by the calendar administrator and are subject to approval before being posted to the calendar. You must make an account to submit an event. [Create an account to complete an event submission form](#).

### [Take Magazine](#)

Take doesn't publish event listings in its print edition, but events that catch their eye will most likely be published in their online edition and social media stream. Please send information to [events@takeindustries.com](mailto:events@takeindustries.com) at least two months in advance.

### [Visit New Haven](#)

Visit New Haven promotes the Greater New Haven region as an ideal leisure and business destination to regional, national, and international markets to favorably impact the regional economy. There is no charge to add your events to the [calendar](#), but you must register as a user by sending an email request to [barbaram@visitnewhaven.com](mailto:barbaram@visitnewhaven.com).

## **Pan lists**

Pan lists are a great way to communicate with a targeted audience within the larger Yale community. If your event is relevant to a specific group, then you have an opportunity to reach a targeted audience. Consider contacting the following:

- **Student organizations:** Almost all student organizations have an email panlist for their members. Student organizations are often happy to support each other, especially if the event is relevant to their group. The [Office of Student Affairs](#) maintains a [directory](#) of registered undergraduate organizations that

you can sort by category. They also have a [calendar](#) of organization's events.

- **Academic departments:** Most academic departments have panlists for communicating with faculty, staff, and students. Select those with audiences that might be a good match for your event and ask if it is possible to include your event with that group's email panlist.
- **Your residential college:** Contact your head of college or residential college dean to see if it is possible to include your performance or event in their weekly residential college emails or internal college calendar.

## Social media

### [Facebook](#)

Facebook is one of the most popular channels to share information about events and performances. Many students visit Facebook multiple times every day for updates from their networks and to learn about nearby events. By creating a Facebook event, you can publicize your event to not only your own social network, but the Yale community.

#### Best practices for creating Facebook events

- **Do you or your group have a Facebook page?** If so, then you (or the group page's admin) can create an event page that will appear in the group's timeline, as well as in the page notifications of followers.
- **Write a short and direct headline.** Make your event headline concise so people know exactly what your event is, and save the longer details for the description box once they click through.
- **Select an eye-catching image.** Use a creative, high-quality image to draw people to your event, instead of scrolling by it. You can create and manipulate images with free online design sites, such as [Canva](#).
- **Make the event public.** Making your event public increases your reach to people outside of your personal network. Public events are listed in the "Events near You" section for people browsing for nearby events.
- **Invite your personal network to your event.** Invite as many people in your personal and professional network to the event as possible. The more people who show

interest, the broader your event's reach.

- **Encourage your members to share the event.** It is important that everyone in your group or organization participate in sharing the event on their own social media pages and expose the event on their newsfeeds.
- **Share across social media outlets.** Share your event on personal and group Twitter, Instagram, Snapchat, and other social media outlets. The more you share, the broader your reach.

### ***Resources for creating promotional content***

Having a well-designed banner photo or a video is a great way to spark interest in your event. Make sure to take advantage of the following university resources to access high quality equipment and software:

#### **Center for Collaborative Arts and Media**

- [Resources](#)

- [Policies](#)

#### **Bass Media Center**

- [Equipment rental](#)

- [Bass Media Lab](#)

## Checklist of best practices for event promotion

Consider the following:

- **Audience**
  - Who is your audience?
    - Students and peer groups
    - Yale community at large (students, faculty, and staff)
    - Public (those listed above as well as those not affiliated with Yale)
- **Publicity Team**
  - Who is on your publicity team?
  - What is each team member's responsibility? *Sample responsibilities below.*
    - Promotional materials design, printing, and distribution

- o Event submission to online calendars
  - o Media outlets contact and follow up
- How will you track the team's progress?
  - o Use [Google Docs](#) or other sharing software to track tasks and deadlines.
- **Budget**
  - o Is there a budget for event promotion? Budget items may include the following:
    - Design and print costs for posters/flyers
    - Ad placement in the Yale Daily News ([rates and information here](#))
    - Facebook ads ([Click here for cost and how ads work](#))
    - Ad placement in the Arts Paper ([rates and information here](#))
  - o Groups with limited or non-existent budgets can focus efforts on posting to online event calendars, requesting inclusion in panlist emails, and sending out media releases. These take time, but cost very little.
- **Scheduling**
  - o What is your timeline for event promotion? Does it include:
    - Creating, printing, and posting flyers in key locations
    - Submitting events to online calendars
    - Creating and pushing social media invites
    - Sending out media releases or alerts
    - Inviting members of the media to the event
    - Scheduling and giving interviews to local media
  - o Are there any major events happening at the same time of your event that may affect attendance?
- o Is there an opportunity to maximize your event's impact by partnering with groups that have similar audiences? *Example:* [Yale Drama Coalition's](#) audition process allows for multiple theater groups to promote their shows under one umbrella.



## Media Coverage

Calendar listings are a great way to get key information about your event out to potential audiences, but you should also consider opportunities for broader media coverage, including free editorial coverage in print and online publications or purchasing ads to promote your event. Depending on size, placement, and frequency, paid advertisements can be expensive, so we'll focus on pursuing free editorial coverage.

Media coverage establishes your credibility and familiarity with the public and, ideally, increases event attendance. If you can get your event featured in a local publication or are interviewed for a radio program, then readers and listeners who might not have been aware of you and your event before may be moved to learn more about it, attend your event, and perhaps pass information on to others who share an interest in your work/project/performance. Generating publicity is challenging, but the resulting coverage by local, regional, and even national media outlets can have long-lasting, positive effects worth the time and effort.

## Writing Media Releases

News releases are one of the primary ways to communicate your stories to the media. Once you've put together your release, send it to a reporter or editorial contact at the media outlet that best fits your event or group. More information on pitching a story in [the next section](#).

[The Yale Office of Public Affairs & Communications](#) (with assistance from Yale Law School and the Yale School of Management) has an excellent set of guidelines for writing media releases:

### Put the news first

- Lead with the most important information. News stories are not written chronologically. Follow the “inverted pyramid” of news writing: news, context, details.
- The first paragraph is the most critical. Grab the reporter with a short, compelling first sentence that summarizes the news. (Good: “It turns out that the undisputed king of

the dinosaurs, Tyrannosaurus rex, didn't just eat other dinosaurs but also each other, according to a new discovery made by scientists at Yale University and the University of Alberta." Bad: "In a new study that appears in the Journal of Paleontology, researchers from Yale University and the University of Alberta in Canada have discovered that Tyrannosaurus rex were cannibals.")

- Don't bury the news, or essential details like the date and time of an event, at the bottom of a release.
- Sentences, especially the first sentence of a release, should not begin with wording that delays the news, such as "The Yale School of Music is pleased to announce..." Put the most important and interesting information at the beginning of the release, at the beginning of each paragraph, and even the beginning of each sentence.
- The first three paragraphs should expand on the lede and contain the most important information.
- Continue to build the release by including the next most important information, providing background and context and filling in decreasingly important details. Every sentence should add new information.
- Constantly answer the question: "Why is this important?"

### **Headlines should be short, interesting and a clear summary of the news**

- A long, nondescript headline will lose reporters before they get to the story. Ask yourself if you would read the story based on your headline. Examples:
  - Strong: Discovery Triples Number of Stars in Universe
  - Weak: Scientists Analyze Data from Red Dwarf Stars
  - Strong: Expert on Military Engineering to Discuss Politics of War
  - Weak: Bob Smith to Give Levinsohn Lecture
- The ideal length is fewer than 10 words.
- Don't use a date in the headline unless it is relevant, such as September 11 or Veteran's Day.

### **Keep it concise**

- A maximum of approximately 400 words (one page) is a good rule of thumb for release length.
- Curtail the use of long bios that include information about where someone went to school and earned their Ph.D. or similar information that reporters won't use. Have you ever seen a bio paragraph at the end of a story in the New York Times? No. So why include it in the release?
- Also, avoid multiple paragraphs of boilerplate about research centers, event sponsors, etc. at the end of a release. Instead, link to additional information if necessary.
- A press release tells a complete story and gives the most important information, but doesn't have to include every detail. Remember, journalists will follow up with their own interviews to gain more information if they are interested in the story. The purpose of a release is simply to pique a reporter's attention and explain the heart of the story in a succinct manner. Reporters are busy and many get dozens or more releases every day – they only have a few seconds to scan yours before they decide if it's worth their time to read it, so make every word count.

### **Quotations should inform, add interest and further the story**

- Avoid generic quotes that don't add information (i.e. "I am pleased to receive this award," said Bob Smith).
- The first quote should come no later than a few short paragraphs into the release.
- Quotes should be one or two sentences long.
- Attribute quotes to one or two people only. Quoting many sources can make releases unnecessarily long, and the quotes can come across as canned or as serving organizational politics.
- In general, when attributing a quote, it is not necessary to use a person's official title, especially if it is long. Cite them in the way a reporter will, such as "a Yale University paleontologist," instead of "the Jane Doe Professor of Geology and Geophysics."

Place quote attributions at the end of the quote, not the beginning (i.e. “This finding helps save lives,” said Smith, rather than Smith said: “This finding helps save lives.”). Use past tense (i.e. said Smith, not says Smith).

### **Write in clear, simple language and short sentences**

- Avoid flowery and over-the-top language (i.e. *Bob Smith is a titan of the manufacturing industry*). If you must use this type of language, use a qualifier (i.e. *Bob Smith, described by CNBC as a titan of the manufacturing industry...*)
- Don't use jargon or technical explanations, or assume that people know what acronyms mean. Ask yourself if your next-door neighbor would understand what you're writing. Don't just copy and paste text from a technical paper or a quote given to you by a source. Think about how to translate complicated ideas into terms that anyone can understand. This is the real art of writing news stories.
- Don't capitalize nouns or put them in italics as a way of emphasizing them. Only proper names should be capitalized (i.e. the Yale Center for British Art); they should not be capitalized unless using the full name, even in subsequent references. (i.e. don't refer to the Center, the Forum, the Symposium).
- Write in narrative form; think about the way you would tell a friend about the story. Don't format a press release like a poster or a laundry list of facts.

### **Post available photos on your website**

- Make high resolution (300 dpi) photos available to media contacts on your website and provide a link to them in the release instead of asking reporters to “call for photos.” If you don't have a website for your group or event, consider setting up a free photo sharing service like [flickr](#) or [Google photos](#) to keep images organized and shareable.

### **Do not distribute a release as a PDF or other attachment**

- Reporters hate getting emails with attachments and will not take the time to open them. Include the press release in the body of your email.

The style for Yale OPAC press releases is based on AP style. When in doubt, consult the [Associated Press Stylebook](#).

## Pitching your story to the media

Pitch your story to media outlets that are a good fit for your organization and message. Familiarize yourself with the outlets listed below to help you decide which ones might be the most appropriate to cover your event or group. Once you've decided which outlets you want to pursue, check their websites to find the appropriate reporting or editorial contact in the department that suits your event or group (Sports, Arts, Editorial), and send them your press release in the body of an email.

- **DO** send your information to more than one news outlet at a time (for example, the *New Haven Register* AND the *Hartford Courant*), but **DON'T** pitch the same story to **multiple reporters at the same organization**.

Many media outlets have reduced staff size and budgets in recent years and can't afford to have multiple reporters covering the same stories. The exception to this is if a media outlet sends a photographer to capture images of the event in addition to the reporter covering the event, although many smaller outlets like the New Haven Independent require their reporters to have strong photography skills as well.

## Maintaining relationships

Developing and maintaining a good rapport with media contacts is key, especially if your organization experiences annual turnover of officers or other key members. The marketing/publicity head should email or call media contacts at the beginning of the year to introduce themselves, update information in the media contact's file, and offer an overview of upcoming events if possible.

Here are a few tips to keep in mind:

- **DO** know your audience. Familiarize yourself with a reporter's work to gauge if they're a good fit for your group's publicity plan.
- **DO** provide complete information and images to a journalist well in advance.

Reporters are often on tight deadlines, so give them ample lead time on your story.

It may increase your chances of getting covered.

- **DON'T** be discouraged if you don't hear back from a contact or your event isn't featured on your first try. Publicity is often a marathon and not a sprint.
- **ALWAYS** send a personal thank you to your contact after they publish an article about your organization, give your event a good review, or have you as a guest on their program. Handwritten notes are especially nice.

## Media Outlets

### Yale University

#### Yale Alumni Magazine

Yale Alumni Magazine is a magazine for alumni, the Yale University community, and others interested in Yale. The print version is published bimonthly and distributed to almost 135,000 Yale alumni. Contact Senior Editor [Peggy Kalb](#).

#### Yale Daily News

The nation's oldest college daily newspaper is the most widely read publication on campus. The publication frequently covers student performances in the [Culture section](#) of the website. Contact Culture Editor [Julia Carabatsos](#).

#### Yale Herald

The Yale Herald is a weekly paper covering the news, focused on analysis and in-depth reporting. In its five sections, Features, Voices, Opinion, Culture, and Reviews, the Herald aims to inform and entertain the student body. Contact Culture Editors: [Allison Chen](#), [Nurit Chinn](#).

#### Yale News

The official website for Yale University news from the Office of Public Affairs covering news ranging from Arts and Humanities to World and Environment. Contact Director [LuAnn Bishop](#).

“When adequate information is provided to YaleNews by student organizers about an event (such as the [Yale Jazz Ensemble concert](#)), YaleNews makes every effort to post an article on its site. There are no specific criteria, so long as it is a Yale event. Writers also choose to write feature stories, such as the one about [the virtual reality project](#) and the [theater studies senior project](#), based on interest and curiosity (and what we think our readers will find interesting as well). The more information we are provided about an event or an interesting project, the more likely it will gain notice by YaleNews staff!” – Susan Gonzalez, Associate Editor, Yale News

## Local

New Haven is an arts town with a built-in audience seeking new and interesting events to attend. Pitching to local media means reaching new audiences in Yale’s backyard.

### [Connecticut Style/WTNH Channel 8](#)

This local lifestyle program features guests ranging from authors to accountants to artists and musical groups, segments on cooking, fashion and design trends, and hot topics that affect communities in Connecticut. To become a guest on CT Style, [click here](#).

### [The Daily Nutmeg](#)

The Daily Nutmeg is an online publication designed to inform readers on community highlights with daily stories about New Haven spanning food, arts, people, and events.

[Contact here](#).

“I have found over the years that a great many people looking to publicize their event haven't taken the time to read the publication which they are hoping will carry their listing. The listing info will be more on target and better positioned when the person submitting is familiar with the publication through **experiencing it on a regular basis**.” - Mike Mims, *The*

### [New Haven Independent](#)

The New Haven Independent features breaking news, analysis, and in-depth features about New Haven, Connecticut’s people, politics, neighborhoods, arts and culture. Contact arts editor [Brian Slattery](#).

“We give **the Yale Cabaret** a good amount of coverage because anyone can get in there, and they consistently do interesting plays – plays that let us as writers get beyond whether the play itself was good to talk also about the theme of the play itself. **Yale's various film festivals** have also been good fits for us, first, because it's interesting that they happen, and second, because the themes of the festivals (the environment, Latin American cinema) let us write a cohesive story about them. **The Divinity School** did a small arts exhibition that we covered because its theme of mortality gave our reporter interesting questions to ask the exhibition's organizer. **The Yale Cellos** get an article a year out of us because of the sheer quality of the music.” - Brian Slattery, *The New Haven Independent*

### [New Haven Register](#)

The New Haven Register is your local source for breaking news in New Haven. Make sure to submit stories with high quality photos to be considered for coverage. Contact Arts & Entertainment reporter [Joe Amarante](#).

“Interesting events catch our eye, especially if either a Yale student or public affairs office pitched it with a release and lead time. [Glee club](#) and [jazz fest](#) can attract townies; [Whiffenpoofs](#) is a name act, in addition. We are understaffed these days and must work very quickly, so logistics are important. Events that are directly pitched to me AND have high-res jpeg photo (s) attached or offered, will have a much higher chance of getting covered, usually in a preview. Events [that are likely to be covered] are of interest to our readers, as judged by me. While I might avoid an experimental jazz or atonal music recital at Yale, I might follow up on a release and photo for an event of more mainstream interest. (And as I said, having a good color photo helps.)” – Joe Amarante, *The New Haven Register*

### [WNHH Radio](#)

WNHH-LP 103.5 FM is the New Haven Independent's newest venture in community-based, hyper-local journalism and grassroots reporting. There are several arts-related programs such as [Tom Breen's Deep Focus](#) (film), [Brian Slattery Northern Remedy](#) (music), [Alisa Bowens-Mercado Alisa's Cultural Cocktail](#) (arts, music), and [Cyd Oppenheimer Book Talk](#) (books and writing). [Contact WNHH program director](#).

### [WQUN: The Morning Show with Ray Andrewsen](#)

Music, news, weather, traffic, and interviews with local leaders and community organizations



based on Quinnipiac University's campus. [Contact News Director Ray Andrewsen](#)

## Regional

### [Art New England](#)

Print publication focusing on the artist communities throughout the region. Contact [editor@artnewengland.com](mailto:editor@artnewengland.com)

“We keep our calendar of events updated with a balanced range of opportunities for Art New England readers, both geographically (some for each of the 6 New England states) and in terms of type (theater, lecture, film, festival, etc.). We do like university events because university PR departments are often the quickest to respond with requests for press images and/or confirmation of dates, spelling, and other fact-checking questions we might have. Often, events are included due to a combination of the following: the event fits a specific editorial need (like a concert in CT), it is free to attend (our preference--we sometimes consider ticketed events, especially for performances and film), and information about the event is received or accessible at least 3 months in advance. (e.g. For July events, we need to know in April.) This is because the online calendar is uploaded alongside our bimonthly print issue.

We are interested in any university events, including undergraduate ones, if they are open to the public. In addition to the info above, I will add that Art New England’s reader base is diverse in age and location, but has similar interests: contemporary art, artist lectures and cultural forums, independent films, and performance premieres.

Students can send events to [calendar@artnewengland.com](mailto:calendar@artnewengland.com). If there is a bigger, contemporary art-themed story idea they want to pitch for a feature story or news-in-brief “Flashpoint” (for example, students creating public art with the local community... that kind of thing), a press release or intro email with a press image can be sent to [editor@artnewengland.com](mailto:editor@artnewengland.com).” – Olivia Kiers, Editorial Assistant, Art New England

### **The Arts Paper**

As the editorially independent arm of The Arts Council of Greater New Haven, *the Arts Paper* seeks to celebrate, explore, and investigate the fine, visual, performing and culinary arts in and around New Haven. Contact [Lucy Gellman](#), Arts Paper editor.

### [Better Connecticut/WFSB](#)

Better Connecticut is a lifestyle show on WFSB Channel 3 in Hartford to help you to have a better Home, better family and better life right here in Connecticut. Contact [Better CT](#).

### [Connecticut Magazine](#)

Connecticut Magazine features articles and guides on restaurants and dining, food and drink, entertainment, shopping, bridal and home and garden. [Contact the editor](#) .

### [Connecticut Post](#)

Daily newspaper serving Fairfield County and Lower Naugatuck Valley. Contact Arts Editor [Pat Quinn](#).

### [Hartford Courant](#)

Connecticut breaking news, UConn sports, business, entertainment, weather and traffic. Contact Arts Editor [Christopher Arnott](#).

### [The New York Times - Arts](#)

News, reviews, and multimedia about Arts including breaking news and archival articles published in The New York Times. To contact the Arts Editor, email [thearts@nytimes.com](mailto:thearts@nytimes.com).

### [Take Magazine](#)

Take Magazine publishes 10 print issues a year, with in-depth stories of people in New England who are making culture happen in the fields of visual art, music, design, literature, dance, food, fashion, and theater. Companion online edition provides timely information to plan cultural consumption throughout New England. Make sure to read the full [Contribute](#) section to see the kinds of stories *Take* is looking for and the best way to pitch. Lead time for the print edition is four months; online edition is two months. Send pitch to [pr@takeindustries.com](mailto:pr@takeindustries.com).

### [Where We Live/WNPR](#)

Where We Live is a radio talk show about where we live in Connecticut, in New England, in

the United States, highlighting diverse communities and their contributions, including the arts and music. Contact producers [Lydia Brown](#) or [Carmen Baskauf](#), for more information.

## National

### [ARTNews](#)

ARTNews is the oldest and most widely circulated art magazine in the world. Published in print four times a year, it reports on the art, people, issues, trends, and events shaping the international art world. Contact editor [Sarah Douglas](#).

### [Broadway World](#)

Broadway's Leading Theater Web Site for local show listings, regional news, local reviews, Broadway tours, special offers, message boards and more! Contact regional managing editor [Christina Mancuso](#) or Broadway World Student Center at [studentcenter@broadwayworld.com](mailto:studentcenter@broadwayworld.com).

### [Downbeat](#)

Down Beat is an American magazine devoted to "jazz, blues and beyond," the last word indicating its expansion beyond the jazz realm which it covered exclusively in previous years. The publication was established in 1934 in Chicago, Illinois. Contact the editor at [editor@downbeat.com](mailto:editor@downbeat.com)

### [Huffington Post](#)

[HuffPost Arts & Culture](#) is a living salon dedicated to art, theater, dance, architecture, film, music and design. Our mission is to make the arts and culture worlds accessible to everyone. Contact Senior Arts & Culture Editor [Katherine Brooks](#).

## Conclusion

By following the best practices in this handbook and using different publicity channels, you will be able to reach people interested in attending your event and achieve meaningful

coverage by media outlets for the long-term success of your student organization.

Successful marketing and publicity takes hard work and persistence to achieve recognition and coverage of your event, but we hope these tools help you develop a publicity program that works for your organization. Best of luck!

[Email the Yale College Arts Team](#) with questions, comments or concerns.

# Appendix

## Online Calendars

Please note that many arts calendars do not charge for posting event submissions, but may require an online registration.

### Yale University

The Yale Arts Calendar is the most comprehensive listing of arts events at Yale. The calendar is open to [event submissions](#) from any member of the Yale community. The other calendars listed are specific to their schools, departments, and organizations within the university system and may have specific requirements as to who can submit events (Example: only School of Art students may submit events to that school's or calendar). Please check for event submissions guidelines.

[Yale Arts Calendar](#)

[Yale Calendar of Events \(general University calendar\)](#)

[Collection of Musical Instruments](#)

[Divinity School](#)

[Entrepreneurship Events](#)

[Graduate School of Arts & Sciences](#)

[Institute of Sacred Music](#)

[Yale IT Events](#)

[Jackson Institute for Global Affairs](#)

[Yale Law School](#)

[MacMillan Center](#)

[Office of International Students and Scholars](#)

[School of Art](#)

[School of Drama](#)

[School of Engineering & Applied Science](#)

[School of Forestry & Environmental Studies](#)

[School of Management](#)

[School of Medicine](#)

[School of Music](#)

[School of Nursing](#)

[School of Public](#)

[Health](#)

[Whitney Humanities Center](#)

## **Local**

[Info New Haven](#)

[The Daily Nutmeg](#)

## **Regional**

[Art New England](#)

[Arts Council of Greater New Haven](#)

[Greater New Haven Community Events Calendar](#)

[New York Times NY/Region: Things to Do in Connecticut](#)

[Shoreline Times](#)

[Take Magazine](#)

[Visit New Haven](#)

## **Media organizations**

### **Yale University**

[Yale Alumni Magazine](#) [Yale](#)

[Daily News](#)

[Yale Herald](#)

[Yale News](#)

### **Local**

[Connecticut Style/WTNH Channel 8](#)

[Daily Nutmeg](#)

[New Haven Independent](#)

[New Haven Living](#)

[New Haven Register](#)

[WNHH Radio](#)

[WQUN: The Morning Show with Ray Andrewsen](#)

## **Regional**

[Art New England -](#)

[The Arts Paper](#)

[Better Connecticut/WFSB](#)

[Connecticut Magazine](#)

[Connecticut Post](#)

[Hartford Courant](#)

[The New York Times - Arts and Culture](#)

[Take Magazine.](#)

[Where We Live/WNPR](#)

## **National**

[ARTNews](#)

[Broadway World](#)

[Downbeat](#)

[Huffington Post](#)

## **Free online design resources for posters/flyers**

[Canva](#) [Google](#)

[Drive](#)

[Lucidpress](#)

[Lynda](#)

[Microsoft Word](#)

## **Pan lists and newsletters**

[Alliance of Dance at Yale \(ADAY\)](#)

[Bulldog Productions](#)

[Singing Group Council](#)

[UPwords](#)



**Whitney Humanities Center**

**Yale Alumni Magazine**

**Yale Drama Coalition**

**Yale Dramat**

**Yale Film Alliance**