

## **Promoting Events: Spreading the Word**

### **Within the School of Business**

1. UBLC List Serv
  - [ublc@lists.services.wisc.edu](mailto:ublc@lists.services.wisc.edu)
2. Events Calendar on School of Business Homepage
  - [www.bus.wisc.edu](http://www.bus.wisc.edu)
  - Link on page to submit your event
3. The Undergraduate Business Update
  - Sent 1<sup>st</sup> and 15<sup>th</sup> of each month
  - 100 to 150 words, brief description, time, place, web link
  - For events open to all business students or all students
  - Sections: Business, Pre-Business, etc.
  - E-mail Chris Benish at [cbenish@bus.wisc.edu](mailto:cbenish@bus.wisc.edu)
4. Student Org. Mailboxes
  - 1200 Grainger, Graduate Teaching Assistants offices
5. Bulletin Boards in the Deli
6. Conference Services Bulletin Boards
  - Cases located at elevators and entrance to Grainger
  - Drop flyers in Conference Services Office
  - Posting subject to space availability in cases
7. Chalking boards in classrooms
  - Said to be most effective

### **Campus Wide**

1. Campus Events Webpage: [Today@UW](http://Today@UW)
  - [www.today.wisc.edu](http://www.today.wisc.edu)
  - Link on page to submit your event
2. Student NewsLink
  - Weekly e-mail newsletter compiled by University Communications
  - To submit info: [studentnews@news.wisc.edu](mailto:studentnews@news.wisc.edu)
3. Campus Newspapers
  - Badger Herald: special rate for student groups
    - i. advertising, special rate for student orgs.
    - ii. campus editor: Mika Berken 257-4712 x146

- Daily Cardinal: 25% discount for student groups
  - i. advertising: Greta Christensen 262-8000 x201
  - ii. campus editor: Michelle Diamant 262-8000 x213
- 4. WSUM Radio 91.7 FM
  - Non-profit public service announcement: [pubaff@wsum.wisc.edu](mailto:pubaff@wsum.wisc.edu)

**Consider where students will be looking, where they might naturally set their eyes.**