

## PUBLICITY INPUT FORM

Publicity is important to the success of both your work and the reputation of the University. Obtaining positive publicity, however, is almost always the result of being proactive. Please use this form to alert the marketing and communications department about **research you are involved with; awards and/or grants received; honors, conferences hosted, academic competition, papers and/or books published, key speaking engagements; or** other topics that you feel are newsworthy. We will, of course, follow up with you to get in-depth information for the article.

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1. What is the name of the research event, award, conference, or recognition?

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2. What are the dates of the event, award, or recognition?

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3. The name, title and department of the person(s) making news?

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4. Why is this research, award, event, or competition, or recognition of significant news value? (briefly describe project, providing key points, significance in your field and other possible well-known recipients.)

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5. If this is a grant or award, what is the total dollar value? Over how many years?  
How is the grant/award money to be used?

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6. Are photos available, or can they be taken?

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7. In addition to yourself, are there others we should talk to? (If so, please give name and contact information.)

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8. In addition to the media we will target, to what professional and corporate publications, alumni magazines, and hometown newspapers should we submit the news story?

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9. Please list any additional information you feel we should be aware of:

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Submit this form via e-mail or fax to:

Michael Griffin  
Director of News & Digital Content Services  
mgriffin@clarkson.edu  
Fax: 268-3872