

From: orient <orient@bowdoin.edu>
Subject: [studentorgs] Memorandum on Press Releases
Date: August 30, 2007 1:19:18 AM EDT
To: studentorgs@list.bowdoin.edu
Cc: Anne Riley <ariley@bowdoin.edu>

Dear Student Organization Heads,

In past years, the Orient has tended to cover events (or include them on its back-page calendar) because one or more of its editors just so happened to know they were going to happen. Consequently, organizations sometimes have felt slighted if their event is not covered or mentioned in the newspaper.

In order to avoid that this year, we are encouraging any student organization that is planning an event, show, exhibit, etc. to send the Orient a press release.

Writing a press release is not terribly difficult. All we really need to include is

- (1) the name of the event,
- (2) the date,
- (3) the time,
- (4) a brief description, and
- (5) the name(s) of appropriate interview contacts.

We recommend that each of you designate a member of your group to be press secretary. This will insure that we are notified of each and every event you wish to have publicized.

While we cannot promise that every press release will result in an article and/or calendar item, it will certainly increase the likelihood that your event will receive the comprehensive and far-reaching publicity that the Orient can provide.

Basically, press releases allow both you and us to do our jobs more successfully.

Although we will gladly redirect your press releases from orient@bowdoin.edu to the proper section editor, we urge you to target a section editor directly if you know which section your event will fall under. News releases should be sent to Nick Day (nday@bowdoin.edu), Features releases to Gemma Leghorn (gleghorn@bowdoin.edu), and Arts & Entertainment releases to Frances Milliken (fmilliken@bowdoin.edu). We have yet to hire a calendar editor for this year, but when we do, we will notify you all.

Please contact us if you have any further questions regarding press releases. We look forward to working with all of you, and wish you the best as you lead your respective groups this year.

Steve Kolowich and Anne Riley,
Editors-in-Chief, The Bowdoin Orient