GUIDELINES FOR REQUESTING FLATSCREEN PUBLICITY

We are pleased to introduce guidelines for requesting promotion of events, honors and special notices on the flatscreen monitors located throughout the Jack and Pearl Resnick Campus. In following these guidelines, you will permit the Philip and Rita Rosen Department of Communications and Public Affairs (DCPA) to promote the many activities taking place at Einstein in a timely manner, as well as to highlight the notable achievements of our students, postdocs, staff and faculty.

The guidelines are as follows:

- In order for an event to be publicized on the flatscreen monitors, you must submit the event information to DCPA via e-mail—including date, time, location, speaker, speaker’s affiliation, title of talk, and the sponsoring department, club or program—at least **two weeks prior to the event**. Submissions can be included in the body of your e-mail or as an attached document. (We also recommend posting the same information on the academic or social calendars located on the Einstein website.)

- When notifying DCPA about an honor that you, a colleague, a postdoc or a student has received, please indicate the person’s name, title/department, honor received, and organization presenting the honor. If the honor has not yet been presented and will take place at a later date, you’ll also need to provide DCPA with a contact at the organization, since we will need to determine whether the organization has an embargo on when the announcement can officially be made. (DCPA will also be able to use this information in the Academic Honors or Student Spotlight sections of our online newsletter, *Inside Einstein*.)

- If submitting about an honor, please indicate whether you have a headshot photo of the individual available. If a slide is done to promote the honor, DCPA will want to include the person’s image. If necessary, we can schedule for a photo to be taken.

- Be sure to include your phone number with the information you send to DCPA since follow up by phone can sometimes be more helpful than by e-mail.

With regard to events, please note that **DCPA does not publicize grand rounds**. Due to an already steady backlog of information concerning lectures, seminars, conferences and symposia, it was determined that, in order to keep the slide rotation to approximately three minutes worth of material—what one might see during a lengthy wait for an elevator—and to be able to include other news such as research highlights, honors, and campus-related activities and news, information on grand rounds will not be included in flatscreen promotions.

DCPA looks forward to promoting your events, honors, and news. If you have questions about information you would like to submit to DCPA for posting on flat screens, please contact us at x3101 or by e-mailing campuspromo@einstein.yu.edu.