Minutes
A&S Communicators Meeting

Thursday, Dec. 11, 2014
Time: 3:30 p.m. – 4:30 p.m.
Place: Macky Auditorium, Room 230

1) Introductions
- Carol Bender, Political Science
- Marcia Cook, Integrative Physiology
- Bud Coleman, Theatre and Dance
- Emilia Costales, BioFrontiers
- Kim Elzinga, English
- Hannah Fletcher, Outreach
- Karen Hawley, Germanic and Slavic Languages and Literatures
- Merlyn Holmes, Graduate School
- Debbie Irwin, Environmental Design
- Carmen Juszczyk, Geology
- Laura Kriho, A&S Communications
- Jackie LaMaire, International Affairs
- Valerie McBride, Anthropology
- Laura Michaelis-Cummings, Linguistics
- Malinda Miller-Huey, CU Communications
- Paul Muhlrad, MCDB
- Danielle Rocheleau Salaz, Center for Asian Studies
- Clint Talbott, A&S Communications

2) Announcements
- Outstanding alumni stories/story suggestions needed.
  Send to: asmag@colorado.edu
- Outstanding graduate student stories/story suggestions needed.
  Send to both asmag@colorado.edu and Merlyn.Holmes@colorado.edu (Merlyn Holmes, Communications Coordinator, Graduate School). We are always looking for stories about outstanding grad students. They go into a database on our website. We also have a monthly graduate student newsletter.
- Outreach Staff Steering Committee, Brown Bag Meeting
  Topic: Communication
  Jan. 9, 2015, Noon-1:30pm, Theatre Building Loft
  To attend, RSVP to: Hannah Fletcher, Communication Specialist, Division of Continuing Education, Office for Outreach & Engagement <Hannah.Fletcher@colorado.edu>

3) Discussion: Why are we meeting? (Clint Talbott)
- This group is an attempt to improve communications within the College of Arts & Sciences
- Information is not being leveraged as well as it could be
- Send us examples of your newsletters
• We can share your news on the A&S magazine website
• It will be good to collaborate more and get information about what’s going on in departments

Malinda Miller-Huey:
• Administrators at the chancellor, provost and dean level expect us to coordinate and communicate
• Administrators don’t like being surprised
• CU Communications can help amplify your news and get your news out nationally

4) Discussion: What do you need to make your communications duties easier or more manageable?

Question: Do you have guidelines on what types of articles you are interested in?

Malinda Miller-Huey: If it is something that is announced to the press, you should get feedback from CU Communications on it. Right now, we are pitching hometown news stories.

Question: How are the Dean’s Office (A&S Communications) and the News Office (CU Communications) different?

Clint Talbott:
• A&S Communications and CU Communications have similar roles
• A&S Communications uses the Colorado Arts & Sciences Magazine to be the “newspaper of record” for the College of Arts and Sciences
• CU Communications News Office focuses on stories likely to be picked up by the mass media
• A&S Communications can help promote small presentations and seminars, while CU communications is more interested in presentations that will have a large audience, publication and awards
• IF you are in doubt on your story, send an email to both Malinda and Clint
• Often, Malinda will do a press release and Clint will do features
• Book announcements would go into the Colorado Arts & Sciences Magazine and also CU Boulder Today

Malinda Miller-Huey:
• Make sure you tell CU Communications about any experts in your department who are willing to talk to the press about their subject of expertise
• CU Communications has a standing experts guide that it is always updating

Question: Do we have guidelines and best practices for newsletters? What is the best format for newsletters? What is the best way to get them read? Do we have e-newsletter templates?

Answers:
• CIRES has a good template
• We should discuss this at a future meeting