A Guide to Submit
stories to
Arkansas Newswire
and events to the
University Calendar

Office of University Relations
Division of Advancement

UNIVERSITY OF
ARKANSAS

Arkansas Newswire

The *Arkansas Newswire* email is sent to more than 30,000 addresses each weekday, the vast majority of which belong to students, faculty and staff of the University of Arkansas. Several hundred people off campus, including the major regional and state media, also subscribe to Newswire.

The email automatically pulls stories submitted to the Newswire website and events added to the University Calendar, if they include the Newswire category.

Choosing whether to submit a story, an event or both

There are two different ways to submit stories to appear in the Arkansas Newswire email, depending on what you want to accomplish. The first is a Story Submission form to promote something, and the second is an Event form to add an event to the University Calendar. You can use either or both forms.

The **Story Submission** form is recommended for promotion of an upcoming event about a week ahead of the event or to make announcements, such as faculty honors, student achievements and staff promotions. Items submitted to the Story Submission form will appear in the Arkansas Newswire on the morning of the publication date that you set. It remains on the Arkansas Newswire website until the removal date that you also choose, should your announcement need to have a removal date.
   It is at http://newswire.uark.edu/submitstory.aspx

The **Event Submission** form is designed for events that occur a definite time and place. You can use either the Event form on the Arkansas Newswire page (link below) or the Event form on the University Calendar (calendars.uark.edu). The only difference is that the "Newswire" category will be check-marked automatically on the Newswire submission form. Events with the "Newswire" category checked will show up in the Arkansas Newswire email on the three days leading up to the event.
   It is at http://newswire.uark.edu/submitEvent.aspx

Submissions through either form go through an approval process that usually takes less than a day. We try to receive Story Submissions before noon if the submitter wants to get the story in the Arkansas Newswire email the next morning.

Submitting a story

Stories can be submitted to *Arkansas Newswire* via an online form at
http://newswire.uark.edu/submitstory.aspx

The form includes the following entry fields:
- *Contact information* – The contact information is published at the bottom of the story. Name, department, phone and e-mail are required.
- *Publication date* – Choose the day that you would like for the story to appear in the Arkansas Newswire e-mail.
- *Removal date* – Some stories are timeless and don't need a removal date. Other stories, such as an announcement of a registration deadline, aren't needed after a certain date. On those, set a removal date for the day after the deadline or event.
- *Image* – An image and caption are optional. A single JPEG image is accepted for the primary image placement and the maxium image size is 10MB. Convert PDFs to JPEG before submitting. If your image is a logo or poster, you probably don't need a caption.
- *Headline* – Arkansas Newswire uses "upstyle" for its headlines: Articles, conjunctives and prepositions shorter than four letters are lowercase; all others are capitalized.
- *Article* – You can type directly in the box or cut and paste. If copying and pasting a story from Word, use the little "W" icon for pasting to help remove unwanted html code. There's not a limit on text length. You can embed hyperlinks or additional images using he editing tools.
- *Links Information* – In the first box, put the name of the page to which the link will go: Department of History, for instance; in the second box, put the URL of the link: http://history.uark.edu/.

Stories are reviewed by an editor for any questions or obvious typographical errors. Stories are also edited to match the university's style, primarily so that the style of the university's stories fit closely to the style used by newspapers and other news media.

For instance, if you submitted a story about the Fulbright College, we might edit the story to give the full name of J. William Fulbright College of Arts and Sciences on first reference. On campus, everyone knows what "Fulbright College" means, but the university's news is read around the world now, so consistent style reduces confusion.

Editors also add keywords to the story so that the stories can be found more readily by readers with specific interests. Submission by noon on the day before publication generally guarantees the submission will make it into the next morning's Newswire email. Submissions after noon will be processed as time for editing allows or be shifted to the next day.

Guidelines for submitting an event

Post your event as soon as you have your event details — such as when, what time and where — confirmed. Although approval of an event can usually be handled within a day or two, placement on the University Calendar cannot be assured unless an event is submitted a week in advance. After you receive approval, please check calendars.uark.edu to see if your event is listed.

Only "events" belong on the calendar. An event has a location, begins at a designated time and is for non-commercial purposes. An exception to this rule exists for the Office of Student Activities, where deadlines may be listed on the applicable day in order to increase student engagement.

General announcements — such as notes about trial experiments needing volunteers or scholarship deadlines — belong on Newswire as story and should be entered through the Newswire story submission form. An announcement is information that relates to a campus activity that isn't an event or serves the purpose of building interest in an event.

Use of the campus calendar is restricted to events by organizations or departments affiliated with the University of Arkansas. An affiliated event is defined as an event in which the university's involvement is visible to the public.

Contact information must be included in the event submission. The administrator may contact you if there is a question regarding the event posting. The event will be deleted if this information is not present.

Make sure you are the only person from your organization who is submitting your event. Duplicate events may be culled.

The Campus Calendar administrator reserves the right to reject or delete any event submitted to the Campus Calendar if it does not fall within the usage guidelines.

Submitting an event

Events can be submitted to the University Calendar via an online form at http://newswire.uark.edu/submitevent.aspx. The "Newswire" category will be checkmarked automatically.

The form includes the following entries:

- *Submitter's information* – The name, e-mail, organization and phone of the submitter is required but is not published.
- *Name* – This is the title of the event that readers will see first.
- *Categorization* – Choose categories that are relevant to your event. A category administrator may refuse to list the event under a particular category if they believe your event does not fit. Some categories are exclusively for the named department's use. Events with the "Newswire" category selected will appear in the Arkansas Newswire e-mail on the three days leading up to the event.
- *Event description* – This is simply a description of the event. Who is talking or performing? Who is invited? Why should someone want to come to the event?
- *Image and Image Text* – Images can be JPEGs or PNGs and they have to be pretty small in size. An image needs to be no larger than 300KB. Alternate text for the image is required so someone who is visually impaired can use a text reader to know what your image is.
- *Attachment* – An attachment such as a PDF or a Word document can also be uploaded for the event. The "link text" is what the viewer will read as a link to the uploaded document: "Physics Lecture Poster," for instance.
- *Location* – Many lecture rooms, conference rooms and auditoriums on campus are listed. For locations not listed, include the location in the Event Description.
- *Start and End Date* – They will be the same for an event that only happens once on one day. If an event goes across midnight or recurs for more than one day, then the end date will be the last day of the event's run.
- *All Day/Start Time/End Time* – Most events at the university don't go on all night, so set a start time and an end time even for events that go on most of the day.

    For events that have complex schedules, such as a theater event that is at 8 p.m. on some nights but also has a 2 p.m. matinee on one day, you may need to treat each performance as a separate event and add each performance separately.
- *Contact Information* – This information is published.

Editorial Style Guide

The university's editorial style guide is available at http://styleguides. uark.edu/editorial-style-and-usage/editorial-guide.php.

Don't feel as if you must memorize the guides. The most important guide for good communications is to write in plain, declarative sentences. The *Newswire* editors will watch for technical changes that need to be made.

The university's style guide follows The Associated Press style for most usage, but the university's style guide includes many more entries germaine to academia.

The style guide is updated each year, mostly for new entries, such as the name of a new building or research center. Some old usages are occasionally changed as well. The Associated Press in 2010, for instance, changed its preferred spelling of "Web site" to "website," and the university's style guide was updated to match that entry.

The editorial style guide is intended primarily for documents that will have wide and general public consumption. It is not designed to be used for academic papers or research writing, which typically have narrower audiences and, hence, more specific writing guidelines.

The university also has style guidelines for web development, graphic identity and visual standards for materials printed by the university. You can see each of these guides at:

- Graphic Identity Style Guide
   http://styleguides.uark.edu/graphic-identity/index.php
- Web Design Guide
   http://styleguides.uark.edu/web/index.php