

## HOW TO Advertise with GPSC?

All GPSC events and announcements will be displayed on both Events@Duke and the right column of GPSC homepage. And all events and announcements in the following one week will be included in the weekly Monday GPSCNews email.

To submit a GPSC news item (event and announcement), please go to <http://calendar.duke.edu/>. This document is a step-by-step how-to guide to help you submit GPSC events and announcements.

### NOTE:

1. Any GPSC news item submitted on Events@Duke will be queued in moderation. Every event is approved or denied by the GPSC Communications Coordinator.
2. Only news items from GPSC-affiliated student groups can obtain instant approval. All other news items will be reviewed by GPSC Executive Board. Those items targeting at the entire graduate and professional students community are more likely to be approved. Department-sponsored seminars/talks/symposia are not eligible to go in GPSCNews.
3. GPSC-affiliated groups must advertise the events for which they have received funds from GPSC. Please see <http://gpsc.duke.edu/student-groups/student-group-funding/>
4. To make sure your news items are included in the Monday's GPSCNews email, please submit them before 5pm on Friday preceding the Monday.

### What's the difference between an announcement and an event?

GPSCNews items include events and announcements. Everything other than an event could be an announcement. For example, "deadline for young trustee application", "position open for GPSC exec board", "Campout policy 2010", etc. All announcements will be displayed in a separate section from events both on GPSC homepage and in GPSCNews.

Please identify that whether you want to submit an event or an announcement and then follow different procedures below.

**Procedure:**

**Event**

1. Goto <http://calendar.duke.edu/>, click the link "Submit an event" at the bottom of the left column;
2. Log in with your Duke NetID and password. You will see:



- If you have an account as a calendar administrator, [submit your event here](#). Your event will be published immediately to the calendar. (To save time in the future, click "Manage Events" instead of "Submit an Event" on the main screen.)
- If you don't have an account, you can [submit your event here](#).
  - This option is for anyone with a Duke NetID who doesn't have a calendar administrator in their group, or who belongs to a group that hasn't been established in the calendar. Events submitted this way are reviewed by the calendar administrator before being published in the calendar.
  - You can bypass this process and post your events immediately in the future by becoming a calendar administrator for your group. Just [submit this form](#).
- Do you have any questions? Contact the [calendar administrator](#).

3. Click the link "submit your event here" (highlighted in the red box) and click "start" on the upper right corner in the next page and then fill the following forms:

Title \*:

Date & Time:  All day

**Start:**  
Date  Time  :

**End:**  
 Date  
 Duration  days  hours  minutes or   weeks  
 This event has no duration.

Group:

- a. **[Title]** type in the title of the event (required)
- b. **[Date & Time]** (required)
- c. **[Group]** Please select "Graduate and Professional Student Council (GPSC)" from the pull-down list. Please make sure that you have selected GPSC here, otherwise your event will not be tagged as GPSC event and included in GPSCNews. (required and **most important**)

Description

Status:  confirmed  tentative  canceled

Cost:  optional: if any, and place to purchase tickets

Event URL:  optional: for more information about the event

Image URL:  optional: to include an image with the event description

- d. **[Description]** Description of your event. Please make it precise and format clear. Sometime, you need to include the event venue as well.(required)  
Due to the length restriction on GPSCNews emails, we may not be able to include all the words in your description. The Communications Coordinator will adjust the contents at his/her discretion.
- e. **[Status]** please choose “Confirmed”. If an event is cancelled after submission, please email [gpsc-cc@duke.edu](mailto:gpsc-cc@duke.edu). (required)
- f. **[Cost]** (optional)
- g. **[Event URL]** (optional)
- h. **[Image URL]** (optional)

4. Click “next”. You will be guided to the next page.

**Step 2: Select Location.**

select an existing location...

Didn't find the location? Suggest a new one:

Address:

Sub-address:  optional

URL:  optional

- i. **[Location]** Please select an event venue from pull-down list. Most on-campus and some popular off-campus locations are included. However, if you can not find your event location from the list, you can a) select “See description” from the list and type in event location in [Description] section above; OR b) type the address in the “suggest” box. (required)

5. Click “next” or click “previous” if you want to change anything in previous pages

**Step 3: Select Contact.**

select an existing contact...

Didn't find the contact you need? Suggest a new one:

Contact Name:  Please limit contacts to organizations, not individuals.

Phone:  optional

URL:  optional

Email:  optional

- j. **[Contact]** You may not find proper contacts from “existing contact” list. Please type your contact information in the “suggest” box. Please at least include the name (could be your student group name) and e-mail address of the contact person/unit.

6. Click “next”. You will be asked to “Select Categories”
  - k. **[Categories]** You will see all available categories in this page. Select the one that best describes your event. You can also choose multiple categories. (required)

NOTE:

- i. Local: if you choose “local”, your news items will only be display on GPSC site but not Events@Duke site.
- ii. Announcement: Select “Announcement”, **ONLY** if you want to submit an announcement. (see “how to submit an announcement” below)
- iii. Ongoing: Please do **NOT** select “Ongoing”

7. Click “next”. Enter your email address and you can just leave “comment” box blank.

**Step 5: Contact Information and Comments.**

[← previous](#)

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Enter your email address:

Please supply any final notes or instructions regarding your event:

8. Click “**submit for approval**” and your event will be queued in moderation.

## Announcement

Follow the same procedure as for submitting an event. However, several fields need specific inputs.

1. [Date & Time]
  - a. For start date, please select the Friday of the week when you want your announcement to be included in that week’s GPSCNews. For example, if you want your announcement to be included in the GPSCNews send out on September 6, 2010 (that’s for the week Sept 6 – Sept 10), then please select September 10, 2010 for your start date.  
The start time does not matter and could be “All day”.
  - b. For end time, please select “This event has no duration”.
2. [Location] Please select “None” from the pull-down list.
3. [Categories] Check only “Announcement”

If you have any further questions or need any assistance, please email the GPSC Communications Coordinator, Yang Yang, at [gpsc-cc@duke.edu](mailto:gpsc-cc@duke.edu).