

@Korbel Internal Newsletter - Submission Guidelines and Criteria

Deadline

All @Korbel announcements must be submitted by **Thursday at noon** to be considered for inclusion in the following week's @Korbel email.

How to submit

Submit electronically by emailing Korbel.Comms@du.edu. (See "Events" Submission Criteria below for a time-saving tip specific to events.)

"Events" Submissions Criteria

(Please see the FAQ section, below, for additional information specific to events.)

Events must meet the following criteria to be considered for inclusion in @Korbel:

- Events must be open to all Korbel audiences (all students, faculty and staff) for free or at a low cost.
- Events located on campus will take preference over off-campus events.
- Events must be of particular interest to the majority of Korbel School students, faculty and staff.
- Event announcements will be posted starting several weeks prior to the event with the exception of events with RSVP deadlines, events that have a sell-out risk and major Korbel School events.

25Live Events Calendar: If an event is already posted in the public [Korbel Events Calendar](#) via 25Live, with complete information (including event description, confirmed location and, if applicable, link to register/RSVP), it will automatically be included in @Korbel based on the above criteria. There is no need to also submit these events via email.

"News" Submissions Criteria

News submissions will be selected for inclusion on the basis of overall interest to Korbel School audiences, appropriateness of the content and timeline. The Korbel School Office of Communications reserves the right to edit all submissions for content, length, AP style, grammar, punctuation, format and adherence to University of Denver branding and style guidelines. Notices which have undergone a major edit will be sent back to you for approval before posting.

"Media Roundup" Submissions Criteria

The Media Roundup section lists media coverage specifically related to your affiliation/work/study with the Korbel School. Send links to news article, video interviews, etc., to Korbel.Comms@du.edu.

FAQs

What is @Korbel?

@Korbel is the Josef Korbel School's new internal newsletter (effective January 2016). We started it as a streamlined way to let everybody know about School-wide events and news on a regular schedule. It include sections for Events (events which are open to everyone at Korbel), News (news intended for everyone at Korbel), Construction Updates (until the new building is completed) and a Media Roundup.

Who receives it, and how is it distributed?

Everybody at Korbel (all students, faculty and staff) receives it, by email, at the start of the week.

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My event is not meant for everybody at Korbel. Does it get included in this newsletter?

Since @Korbel is sent to everybody, you'll want to let your specific audience know about it. Here's how:

- Graduate student-only events and news: send the information to issta@du.edu
- Undergraduate student-only events and news: send the information to ints-undergrads@du.edu
- Faculty/Staff-only events and news: send the information to the Office of Dean via Janet Roll at janet.roll@du.edu

The *KorbelCareers* newsletter will still go out to graduate students since it has specific career-related information. And all faculty, staff and student workers will continue to receive the weekly DU Digest, which contains campus-wide news.

Will we get individual emails about events like we did last year?

Unless there's a special circumstance, no. One reason for creating the newsletter is to reduce email "overload" (one-off emails), which many people indicated was not ideal. So, @Korbel will go out weekly.

To supplement the weekly schedule, other communications are done to promote School-wide events:

- Follow [@josefkorbel on Twitter](https://twitter.com/josefkorbel) for day-of reminders of School-wide events
- Check the public [Events Calendar](#) on our website
- Flyers will still be posted around the building by the sponsoring organizations
- Your Facebook events will be shared on Korbel's Facebook page (make sure you "like" the [official Korbel Facebook page](https://www.facebook.com/josefkorbel) (facebook.com/josefkorbel) and not an auto-generated "community" page). Just send a link to your Facebook event to Korbel.Comms@du.edu.
- Korbel's centers and offices will continue to do their own social media event promotion, too, so make sure to "like" and follow them
- Faculty and staff can also submit events to [DU Digest](#), the campus-wide e-newsletter, which goes out every Tuesday

I missed the deadline for submitting my event to @Korbel, and the event is coming up quickly. What now?

We know this will happen from time to time. A quickly-arranged lecture opportunity may arise; there may be breaking news to share; or, you got especially busy and forgot.

In cases like these, we may send a supplemental issue of @Korbel outside of the regular weekly schedule. (Please note: supplemental issues will be the exception, rather than the rule, to minimize email overload.) We'll also help you promote your event on social media channels. If you have a last-minute circumstance, email Korbel.Comms@du.edu.



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Questions?

Email Korbel.Comms@du.edu.