WAYS TO MARKET YOUR PROGRAM

Below is a list of suggested ways you can market your programs or events at UH. When you promote an event make sure you include all essential information such as event title, location, time, registration instructions, sponsoring department and contact information in case they have questions. There are many other ways for you to reach your target market and encourage them to participate in your programs; these are just a few that you can utilize. Remember some of these resources take up to a week to get your information posted, printed or distributed so plan ahead.

**CoogNews:** Visit [www.uh.edu/dsa/coognews](http://www.uh.edu/dsa/coognews) and fill out the form. Email De’Awn Bunch if you have any questions.

**Electronic Signboards:**
- Television in lobby of Division of Research offices
  - Contact Maribel Salazar at msalazar2@uh.edu
  - Audience: Primarily faculty visitors, with a few staff, and students
  - Slide Format: PowerPoint – 16:9 Dimensions
  - Updates: Every two months
- Campus Recreation and Wellness Center
  - Contact Vyckie Avila at mavila2@uh.edu
  - Audience: Primarily students, anyone enter the activity zone
  - Slide Format: 1024X636 (less is more)
  - Updates: Scheduled/Programmed on calendar
- College of Education – Farrish Hall
  - Contact Michelle Plair at mplair@uh.edu or 713-743-8642
  - Audience: Students, mainly College of Education students
  - Slide Format: .jpeg image, 1365 pixels wide and 768 pixels high at 96 pixels/inch for resolution
  - Updates: As needed
- University Center and the Satellite
  - Contact Lawrence Daniel at lrdaniel@uh.edu
  - Audience: UH Community
  - Slide Format: 1770 pixels width X 686 pixels height, .png (preferred) or .jpeg
  - Updates: As needed. Will work with requestor.
  - Note: Video wall at the UC satellite will not be installed until Summer.
- M.D. Anderson Library
  - Contact Carolyn Meanley at cmeanley@uh.edu
  - Audience: Students, faculty, staff, visitors
  - Slide Format: N/A
  - Updates: N/A
- Fresh Food Company at Moody Towers
  - Contact Amber Arguijo at arguijo-amber@aramark.com
  - Audience: Current students living on campus, also some commuter students, faculty and staff.
  - Slide Format: JPEG format, sized to 8.5 inches wide and 16.5 inches high (portrait)
Updates: As needed.

**Honors College**
Contact: Libby Ingrassia at lingrassia@uh.edu
Audience: Current Students, primarily Honors College students, faculty, and staff, and visitors.
Slide Format: 1920px by 1200 px jpg
Updates: Roughly every 2 weeks/as needed.

**Engineering Building 1 & 2**
Contact: Esmeralda Fisher at efisher@uh.edu
Audience: Current Students, primarily Engineering Majors
Slide Format: landscape, dimensions are flexible, ratio of 16:9, PDF, JPG, & PNG files accepted.
Updates: As Needed

**College of Technology**
Contact: Marilyn Jones at mjones4@central.uh.edu
Audience: College of Technology Students and Faculty
Slide Format: Power point – jpeg or png
Updates: Weekly (Need 1 week notice)

**UH Law Center – Student Commons**
Contact: John Kling at jtkling@central.uh.edu
Audience: Students, staff and the occasional professor
Slide Format: Power point slide format, preferably three days in advance of event
Updates: Daily (news items), but some slides stay up as needed.

**Outdoor Fliers:** Contact the Center for Student Involvement at 832-842-6245 or csi@uh.edu.

**Social Media:** Click [here](#) to view the UH Social Media Directory. See below for the primary UH and DSA Facebook and Twitter accounts.

<table>
<thead>
<tr>
<th>Department - Contact</th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of Students – Duluan Smith</td>
<td>Cougar Parents</td>
<td>@UHADOS</td>
</tr>
<tr>
<td>UH Wellness – Gaylyn Maurer</td>
<td>Wellness</td>
<td>n/a</td>
</tr>
<tr>
<td>University Career Services – Patricia Tamez</td>
<td>UCS</td>
<td>@CoogCareers</td>
</tr>
<tr>
<td>Counseling &amp; Psychological Services – Kay Brumbaugh</td>
<td>CAPS</td>
<td>n/a</td>
</tr>
<tr>
<td>Center for Student Involvement – Albert Chao</td>
<td>CSI</td>
<td>@UH_CSI</td>
</tr>
<tr>
<td>Center for Fraternity &amp; Sorority Life – Jason Bergeron</td>
<td>CFSL</td>
<td>@UH_CFSL</td>
</tr>
</tbody>
</table>
University Centers – Lawrence Daniel  | UC  | @UHUC
---|---|---
Student Housing & Residential Life – Ashriel Dunham  | Housing  | @UH_Housing
---|---|---
The Daily Cougar – Matt Dulin  | The Daily Cougar  | @theDailyCougar
---|---|---
Campus Recreation – Vyckie Avila  | Campus Recreation  | @uhrecreation
---|---|---
Division of Student Affairs – De’Awn Bunch  | DSA  | @UH_DSA
---|---|---
Health Center – Jennifer Graham  | Health Center  | n/a
---|---|---
UH Main – Jessica Brand  | UH  | @UH_cougars
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**Table Tents:** To inquire about table promotions in the dining facilities, contact Esmeralda Valdez.

**The Daily Cougar:**
- News releases: Send to news@thedailycougar.com
- Advertising: Contact Delores Crawford or advertising@thedailycougar.com

**UH Calendar of Events:** To submit an event to the main UH calendar, please click here.

**Yard Signs:** Contact UC Reservations at 832-842-6168 or the Dean of Students Office (benefit statement required) at 832-842-6183.

**Residence Hall listserv:** Contact Ashriel Dunham.

**General Tips on copywriting**
There is one phrase you should have in mind when writing copy for any communication piece – “Keep it short, simple and to the point!”

Emails and print collateral don’t need to be wordy. There’s no need to continue adding words if what’s being said isn’t relevant or necessary. The entire message should be easily read in 30 seconds to one minute.

If you can refer your target audience to a website or other easily accessible publication for more information, do it. This will allow for short messages that can be read quickly, and if the audience desires more information, they know exactly where to find it. If it takes people more than 30 seconds to read your entire message, or even appears to, people mostly likely won’t commit the time to read the entire thing.

Always include a call to action. Remember this is the most important part of the message, because it requires the reader to respond and get involved.