**BHSU in the News**

Are you working on a new collaboration? Planning an event? Did you receive an award? Share your news with the Black Hills State University community and the news media.

Guidelines:

The BHSU Marketing & Communications Department writes press releases on signature University events, facility updates, faculty expertise and awards, student successes, and research. [Email](mailto:Kimberly.Talcott@BHSU.edu) us your news items.

BHSU faculty, staff, and students planning campus events are welcome to write and send their own news releases to the media using the tools below.

* Use this **sample press release** to alert the community and the news media about your event.
  + Submit your sample press release to the media at least 2 weeks of time.
  + Include a photo with your press release.
  + Contact BHSU Marketing to borrow a camera or ask us to search our photo archives.
* Use the **emails and calendar** information below to share your event information with the public.
* Tag @Black Hills State or #BHSU on social media and we may cross-share your post.

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| **Places to Send Campus Events** | | | |
| **Websites to manually submit events:** | | | |
| Black Hills Area | Rapid City Journal Newspaper | https://rapidcityjournal.com/users/admin/calendar/event/ |  |
| Black Hills Pioneer Newspaper | [http://www.bhpioneer.com/calendar/ (online)](http://www.bhpioneer.com/calendar/%20(online)) | Password/Login Needed |
| Rapid City Chamber | http://www.rapidcitychamber.com/events/add/ |  |
| Spearfish Chamber of Commerce | http://business.spearfishchamber.org/events/public-submission |  |
| Deadwood.org | http://www.deadwood.org/events/submityourevent/ |  |
| Visit Spearfish | http://visitspearfish.com/calendarofevents/addyourevent/ |  |
| NewsCenter1 TV News | http://www.newscenter1.tv/link/774250/community-calendar |  |
| BHSU Calendar | http://www.bhsu.edu/AboutBHSU/CampusCalendar/ContributeanEvent/tabid/16443/Default.aspx |  |
| South Dakota (statewide events) | South Dakota Public Broadcasting | http://listen.sdpb.org/community-calendar/events/create |  |
| Keloland TV News | http://events.keloland.com/createevent |  |
| Argus Leader Newspaper | [http://events.argusleader.com/ (Sioux Falls)](http://events.argusleader.com/%20(Sioux%20Falls)) | Password/Login Needed |
| Eventful Event Site by location | [http://Eventful.com](http://eventful.com/) | Password/Login Needed |
| Visit South Dakota | https://www.travelsouthdakota.com/add-your-event |  |
| Wyoming | Gillette News-Record Newspaper | https://gillettenewsrecord-dot-com.bloxcms-ny1.com/users/admin/calendar/event/?referer\_url=/calendar/ | Password/Login Needed |
| **Email addresses to send event info:** | | | |
| Black Hills Area | Rapid City Journal Newspaper | [news@rapidcityjournal.com](mailto:news@rapidcityjournal.com) |  |
| Black Hills Pioneer Newspaper | happenings@bhpioneer.com |  |
| KOTA TV News | [kotacalendar@kotatv.com](mailto:kotacalendar@kotatv.com) |  |
| BHSU News | [kimberly.talcott@BHSU.edu](mailto:kimberly.talcott@BHSU.edu) |  |
| Belle Fourche Chamber of Commerce | events@bellefourchechamber.org |  |
| Meade County Times Newspaper | [mcttnews@lee.net](mailto:mcttnews@lee.net) |  |
| Butte County Post Newspaper | [bcpnews@lee.net](mailto:bcpnews@lee.net) |  |
| Hills Happenings and Community Events | [bhj@rapidcityjournal.com](mailto:bhj@rapidcityjournal.com) |  |
| Black Hills & Badlands Tourism Association | [info@blackhillsbadlands.com](mailto:info@blackhillsbadlands.com) |  |

**FOR RELEASE Month, Day, Year**

**BHSU Summer Stage performances scheduled for June with two comedies and an old-style musical**

**SPEARFISH…** The first sentence of your release should succinctly describe your news and why it is important. Include any relevant dates, location of your news as soon as possible in the first paragraph or two of the release.

Think of the “who, what, where, and why” the public should know about your news. As yourself, if someone reading this did not know anything about the organization, event, or news, what should they know?

If relevant, add a quote or two in this style:

Bert Juhrend, professor of theatre at BHSU and the producer of the summer plays, says BHSU Summer Stage is a decade-long Black Hills tradition that has grown through the years and proven to be a delight for attendees and an exceptional learning opportunity for participants.

“Student actors build sets, rehearse and perform providing a true professional theatre experience for the students and audience members,” adds Juhrend.

For more information visit [www.website.org](http://www.website.org) or contact First and Last Name, title, email and phone number.

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**CUTLINE: One sentence to go along with the photo you’re sending with the press release. If a newspaper prints only this sentence and the photo, the reader should have enough information to go to or know about the purpose of your press release (include name of event, date, time, location).**