**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** 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.

* Submit your event to the [**Campus Calendar**](http://www.BHSU.edu/events)to inform the local community and students! You can submit your event using the [**website submission form.**](https://www.bhsu.edu/About-BHSU/Campus-Calendar/Contribute-an-Event) You can also submit your event/announcements in the [**Campus E-Update Newsletter**](http://www.BHSU.edu/announcements) sent via email to students, faculty, and staff twice a week.
* Use the sample news release below to alert the community and news media about your event.
	+ Submit your news 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.

* Below is a list of emails and pertinent information that you can use 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 Submit Events** |
| **Websites to manually submit events** |
| Black Hills Area | BHSU Calendar | <https://www.BHSU.edu/About-BHSU/Campus-Calendar/Contribute-an-Event> |
| Rapid City Journal Newspaper | <https://rapidcityjournal.com/users/admin/calendar/event/> |
| Rapid City Chamber | <http://www.rapidcitychamber.com/events/add/> |
| Spearfish Chamber of Commerce | <http://business.spearfishchamber.org/events/public-submission> |
| Deadwood.org | <https://www.deadwood.com/events/submit-your-event/> |
| Visit Spearfish | <https://visitspearfish.com/submit-event> |
| NewsCenter1 TV News | <https://www.newscenter1.tv/things-to-do/> |
| South Dakota Public Broadcasting | <https://listen.sdpb.org/community-calendar> |
| Statewide | Keloland TV News | <https://www.keloland.com/community/calendar/#!/> |
| Argus Leader Newspaper | <http://events.argusleader.com/> |
| **Email addresses to send press releases** |
| **BHSU** | Marketing & Communications | web@BHSU.edu |
| **TV Stations** | KOTA TV/KEVN TV | kotanews@kotatv.com |
| KNBN TV | [news@newscenter1.com](http://news@newscenter1.com/) |
| KNBN TV | [news@newscenter1.com](http://news@newscenter1.com/) |
| KELOland TV | news@keloland.com |
| **Newspapers** | Rapid City Journal  | news@rapidcityjournal.com |
| Black Hills Pioneer | news@bhpioneer.com |
| Belle Fourche Beacon | news@bellefourchebeacon.com |
| **Radio** | South Dakota Public Broadcasting | news@sdpb.org |
| KDSJ - Deadwood | kdsj@vastbb.net |
| KOOL 101.9 FM | michael@badlandsradio.com |
| Eagle Country - KZZI FM | eagle@dberadio.com |
| Homeslice Media | crissy@hot931.com |
| KCRS Hot 93.1 FM | oak@hot931.com |
| 93.9 Mix | programdirector@939themix.com |
| KBHB Big 81 | info@kbhbradio.com |
| KFXS 1003 FM the Fox | gunner@foxradio.com |
| KAT Country 98.7 | houston@katradio.com |

# **Sample News Release**

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**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).**