



**COMMUNICATION
& MARKETING**

C H A N N E L
I S L A N D S

Submission Requirements for News Releases, Media Advisories, or Wavelength

News Release

The Communication & Marketing (C&M) office is available to assist in publicizing University events, activities, awards, or announcements, through various news media contacts.

Requests for news releases should be submitted a minimum of 2-3 weeks prior to an event, activity, award or announcement, by visiting the University's C&M Web page at:

(Event) <https://csuci.wufoo.com/forms/event-news-release-request-form/>

(News) <https://csuci.wufoo.com/forms/news-release-request-form/>

Requests not received within that timeframe may not be written or distributed due to strict media submission deadlines.

All news releases distributed by C&M are automatically posted onto the News section of the University's Web home page.

Media Advisory

A media advisory can be distributed by C&M to news media contacts by inviting media members to an event, activity, or presentation, but without publicizing the information to the public.

Requests for a media advisory should be submitted a minimum of 2-3 weeks prior to an event, activity, award or announcement, by visiting the University's C&M Web page at: <https://csuci.wufoo.com/forms/media-advisory-request-form/>

Wavelength

Wavelength is the University's online newsletter published bi-weekly during the fall and spring semesters. If you have University-related information, such as news, events (open to the campus or public), kudos, or highlights of past campus events to share with faculty, staff and students, you may submit your article according to the Wavelength Publication Schedule available at the C&M Web page:

<http://www.csuci.edu/wavelength/schedule.htm>

Questions?

News Releases and Media Advisories: Nancy Gill, Director of Communication & Marketing
(805) 437-8456 or nancy.gill@csuci.edu

Wavelength: Robin Horne, Administrative Coordinator
(805) 437-8947 or robin.horne@csuci.edu