



Media Contacts for the Iowa Corridor

YOUR LEGACY BEGINS HERE

Newspapers

Daily Iowan

Jordyn Reiland (Editor in Chief): (319) 335-6030
jordynreiland@gmail.com

The Gazette

(319) 398-8313, (319) 398-8393, news@sourcemediacom.net

Press Citizen

newsroom@press-citizen.com

Iowa Now (E-Newspaper)

Sara Moninger (Student Life Contact): 319-384-0043
sara-moninger@uiowa.edu

Iowa City/Cedar Rapids: TV News

Daily Iowan TV

TV News Director, Stefan Juran, (319) 335-6063 stefanjuran93@gmail.com

KCRG (ABC)

Cedar Rapids Studio: (319) 368-8505
Iowa City Newsroom: (319) 337-9999

KGAN (CBS)

Cedar Rapids Studio: (800) 642-6140

KWWL (NBC)

Cedar Rapids Newsroom: (319) 363-1799
Email reporter Michelle Corless: mcorless@kwwl.com

Iowa City Newsroom: (319) 351-3920

Email reporter Justin Andrews: jandrews@kwwl.com

KFXA (FOX)

Cedar Rapids Studio (800) 642-6140, news@fox28iowa.com

PUBLICIZE

YOUR STUDENT ORGANIZATION EVENT!

STEP 1...ASK YOURSELVES,

- How soon do we need to start advertising our event?
- Who is our target audience?
- Where does our target audience look for event information?
- Who in our organization is responsible for advertising and marketing?
- Who is responsible for submitting changes/cancellation info?

STEP 2...INCLUDE THE FOLLOWING,

- Event Title
- Date & time
- Location
- Sponsor
- Event contact name, number, and email
- Website
- Is this event open to the public?

STEP 3...ADVERTISING OPTIONS,

Use the checklist on the back when considering the following option advertising outlets.

Materials	Contact Info	Deadlines	FREE?
OrgSync	Create an Event and request posting on the Community Calendar	As soon as event is confirmed.	Yes
IMU Homepage/ After Class	http://afterclass.uiowa.edu/events/	As soon as event is confirmed.	Yes
Press Releases	lin-larson@uiowa.edu	1 week prior to event (for events with campus wide interest)	Yes
IMU Electronic Displays	Campus Event Services: 335-3115	Reserve as soon as event is confirmed.	Yes
Mass Emails (1 per semester)	http://its.uiowa.edu/massmail	Allow 2-3 weeks for approval	Yes
UI Master Calendar	Submit to: calendar.uiowa.edu	As soon as event is confirmed.	Yes
Radio (KRUI, Others)	krui@uiowa.edu	2 weeks prior to event	Yes
Posters/Fliers/Table Tents (printing)	Printing Services: 384-3700	Allow 5 days	No
	IMU Marketing & Design: 335-3117	Allow 2 weeks	No
Distribution of Posters	Residence Halls: 335-3000	Reserve as soon as possible	Yes
	Campus: 335-8633	Contact as soon as possible	Yes
Table Tent display space	Residence Halls: 335-3000	Reserve as soon as possible	Yes
	IMU: 335-3115	Reserve as soon as possible	Yes
Daily Iowan	Daily-iowan-ads@uiowa.edu	3 days prior to ad run date	No
Facebook ad	www.facebook.com	2-3 weeks prior to event	No
Twitter	www.twitter.com	2-3 weeks prior to event	Yes

Still need help?

IMU Marketing & Design services:

If your organization would like assistance with graphic design or marketing planning and services, contact the IMU Marketing & Design department at 319-335-3117. Professional and student staff can help you with all your marketing needs. Student orgs receive a reduced rate of \$25 per hour for marketing and design services.

