SUBMITTING ANNOUNCEMENTS
FOR THE TISCH WEB SITE "Now@Tisch" SECTION

1. The headline that appears in the box can now be more than 23 characters and pictures can be added (see number 4 below). The headline should be in lay terms and catch people's attention.

2. The text should be similar to the text you would write for a press release. It can be thought of as a short statement or factual announcement that is sent to the media for publication. Here are some parameters:
   a. The most important information should come first since only the first line is displayed on the homepage and details should follow in a descending order of importance.
   b. Play up why the event or fact is newsworthy.
   c. Write in lay terms; avoid technical and jargon-filled terms.
   d. Avoid using acronyms.
   e. Use the five "w's"--who, what, when, where and why.
   f. Should be no longer than one paragraph.

3. The headline and the text should be submitted via this form by noon on the Monday of the week you want the announcement to appear. The text will be forwarded to Laura and Jo-Ann for editing, etc. Once approved, Administrative Services staff forwards it to the LITS content manager. This is currently an open position so it will go to Thom for posting until the position is filled. The announcement will be posted Thursday of each week. (Early submission is possible as long as the desired inclusion date is clearly noted.)

4. If submitting a NOW@TISCH message for an exhibit, author talk, etc., please submit an appropriate graphic than can be cropped to thumbnail size and included on the full NOW@TISCH page. Digital cameras are available for circulation to staff from the Tisch Media Center. For questions involving graphics, please contact Thom Cox at thomas.cox@tufts.edu, or x74318.

5. All known announcements affecting the Tisch web site or the Tufts library catalog will be posted as a NOW@TISCH announcement as appropriate--e.g., scheduled electrical outages, etc. These will be added and deleted in the timeframe appropriate to the announcement, and should be processed
in the usual manner outlined above. In the case of a situation not allowing for time sufficient for regular procedures, announcements will be posted as appropriate, and all Tisch staff will be notified of the situation by e-mail.