CHIEF COMMUNICATIONS OFFICERS
June 5, 2012
2:00 p.m.

AGENDA AND MINUTES

Editorial policies (Jeff Unger/Sarah Dolinar) – Questions to consider: What do you consider relevant stories for your website/publications? How do you help your faculty, staff and students understand your policy? A discussion followed regarding proper outlets for items and stories that are not necessarily consistent with the unit’s missions, but may have appeal to alumni and other audiences. Facebook was suggested as a good outlet for such stories/items.

“I” Run Chicago (Jenny Larson) – Jenny provided information on the Chicago 5K and 8K run scheduled for Sunday, September 16. Please help get the word out – contact Jenny at jlarson@illinois.edu for more information or for flyer or logo. Link for email is http://chicagoevents.com/event.cfm?eid=266

BLURB- Let’s Paint Chicago Orange at the inaugural “I” Run Chicago and Team Challenge, a new competitive 8K & 5K fundraising event on Sunday, Sept. 16 at 9AM, in Chicago’s Lincoln Park. This fundraiser will support scholarship for Fighting Illini student athletes. This event is open to all runners but we encourage UI alumni and college units to form “Team Challenge” running teams. Team Challenge teams must have at least five runners. Prizes will be awarded to the unit/college with the most runners as well. Early bird race fee, prior to July 1, is $30. Regular race fee is $35 and Event Day race fee is $40. Post-race party at the Peggy Notebaert Nature Museum near Fullerton and Cannon Drive. To register/learn more visit http://chicagoevents.com or call 773-868-3010.

We appreciate your support with getting the word out on this event. Remember, this is more than a race. It is about the University of Illinois making a statement in Chicago.

Advertisements/digital signage online update (Joel Steinfeldt) – Joel consulted with Erik Riha regarding advertising for digital signs and has created a draft revision of the Campus Administrative Manual's Guidelines for Sponsorships and Advertisements. The idea is to allow campus units who have print publications with advertising to move those publications online while preserving ad revenue and to codify policy regarding ads appearing on digital signs. Please take a look at the proposed revisions and send any suggestions to jsteinfe@illinois.edu. Wordsmithing isn't needed as much as your insight into how the guidelines as revised would affect your unit or if there might be unintended consequences that aren't addressed in the draft. http://illinois.edu/975/guidelines_for_sponsorships_and_advertisements_draft.docx

Pride building update (Robin Kaler) – Robin gave an update on the pride campaign, which will build off the creative for the Big Ten Network halftime spots. Chicago and local (Champaign/campus) will be targeted.

Vanity videos (Robin Kaler) – Has your dean/director been invited to participate in one of these? How much did it cost and (how) did you use the resulting “story?” Robin warned council
members to be cautious when campus leaders are approached by private video companies to appear in videos – there are often large, hidden charges and the video may never be aired. Council members should be especially leery of companies calling from the state of Florida.

**Web Services Update (Julie McMahon)** – Web Services is planning a rollout of Eweek in June. The interface will be similar to that of the new Massmail tool. Next project: a “lite” version of Eweek with more relaxed guidelines.

**Information needs? (Robin Kaler)** – Let us know any topics on which you need FAQs, talkpoints, etc.

**Office of Advancement (Don Kojich)** – No report

**Illinois Alumni story ideas (Hugh Cook)** – Hugh is looking for ACES and Engineering-related story ideas about research.

**Office of University Relations (Ginny Hudak-David)** – No report

Reminder: no meeting in July
Meeting dates/locations for 2012:
July, NO MEETING!!
August 7, 242 Education Building (Sarah Dolinar)
September 4, 411 Urban Outfitters Building
October 2, 411 Urban Outfitters Building
November 6, 411 Urban Outfitters Building
December 4, 411 Urban Outfitters Building

We are looking for volunteer hosts. Otherwise, we’ll see you at 411 Urban Outfitters Building