Title of the talk or event (also your page title on the web)

Speaker name and professional title/organization

Date (spell month out, abbreviate day of the week – you can also link it to google calendar)

Time
Location
(could also include a link to university map or parking info)

This talk is free and open to the public, or a donation is required, or RSVP – give those details here

Give brief overview of the talk or event

Biographical information about the visiting speaker/presenter or faculty/students involved in the event. This may be broken up into several paragraphs – keep content short, easily digestible.

Note these AP style guidelines:

- Journal titles – no italics
- Book titles – no italics, list in quotes “The Book”
- Use speakers full name on first reference (including Dr. when applicable), after that reference just by Last Name, not using Dr. or other titles (Dr. Beth Smith first reference, Smith second reference)
- First reference Appalachian State University, all other references after, Appalachian (No ASU or Appstate)
- If abbreviations like organizations, list full name out on first reference, example: American Sociological Association (ASA) and then you can refer in additional references to ASA
- Faculty or Staff member involved: list name, title and department
- Student involved: list name and major (hometown when applicable/possible)
- Alumni involved: list name, grad year and major

Mention sponsorship or brought to you by the Department of Anthropology, etc. List any contact information or a website address to view more information.

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If posting to your website, include byline, date and location at the end of your post. Example:
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Jan. 1, 2018
BOONE, N.C.

To submit to University Communications, always send a Word Doc in Times New Roman, size 12 font, single spaced typing and one space between sentences (which you should do for all web writing too). For questions, to gather student or alumni details or for a proofreader, contact Ellen – burnetteeg@appstate.edu