

# **Publicity and Marketing for Student Groups at GW Law**

## **GW Law Portal: The School Announcements**

The School Announcements sidebar appears on the homepage of the GW Law Portal, prominently displaying what's happening at GW Law on every student's homepage. Announcements are posted under the following categories: Advocacy Programs, Career Development Office, Clerkship Office, Clinics, Law Library, Office of Student Affairs, Outside Placement, Public Interest/ Public Service, and the Records Office. Student groups should inquire about School Announcements with the respective office for any programs that are co-sponsored.

## **GW Law Portal: The Docket**

The Docket is the official electronic bulletin board of the Law School. It is divided into three tabs: School Announcements, the School Calendar, and Community Announcements. The School Announcements tab displays the same listings as the sidebar on the homepage. The School Calendar links to the official GW Law calendar. Students can find information about initiatives, events, and other opportunities under the Community Announcements tab. Anyone with a GW Portal account can post to the School Calendar and on the Community Announcements tab, subject to site administrator approval.

## **GW SBA Online Calendar**

GW SBA maintains a calendar on its website, [www.gwsba.com](http://www.gwsba.com). The advantage of the SBA calendar is that it is a Google Calendar, so any student with a Gmail account can "subscribe" to the calendar. With one click, students can integrate any events listed on the GW SBA calendar with their existing online Google calendar(s), which can be synched with smartphones such as iPhones and Blackberrys. Requests for events to be added to the GW SBA calendar should be emailed with all event details to [gwsbacalendar@gmail.com](mailto:gwsbacalendar@gmail.com).

## **SBA Weekly Announcements**

The President of the SBA sends a weekly email of schoolwide announcements. Student groups interested in being included should send an email with a short description of their event that is suitable for cut-and-pasting into the Weekly Announcements.

## **Flyers**

Students can post flyers on the many bulletin boards located in the hallways and commons of the Law School. There are bulletin boards on all four floors of the Law School, in Burns, Lerner, Stuart, and Lisner.

## **The Chalkboard**

The big chalkboard in Lerner Hall is another way to draw attention to student events, especially ones that are happening on the same day. Located within the Hard Lounge, it is erased daily for new student announcements.

## **Whiteboards in Classrooms**

A quick blurb in the corner of a lecture hall's whiteboard, especially the large rooms in Lerner, is perfect for an announcement that might get "lost" on the sometimes-cluttered bulletin boards.

## **Gavel Club**

The Gavel Club can spread the word to all registered GW Law student group leaders so that they may send an email to their respective memberships regarding any events of interest. Student groups interested in forwarding event information to the Gavel Club should contact its Director, Dan McPheeters, at [dmcpheters@law.gwu.edu](mailto:dmcpheters@law.gwu.edu).

## **Tabling**

The area adjacent to the front desk in the Hard Lounge offers a perfect location for information booths, event sign-ups, and fundraisers.

## **Mailboxes**

Student mailboxes on the third floor of Lerner can be used for events that are not time-sensitive.