

## **WCU “Hot Events” Criteria & Responsibility**

### **Criteria**

To be labeled “hot” the event should meet at least one or several of the following criteria:

- Open to the public
- Student activities open to the public
- A major fine or performing arts event (e.g., Atlanta Ballet, major exhibit opening)
- A major institutional event (e.g., Commencement, Chancellor’s Speaker Series)

### **Responsibility**

The filter responsibility will lie within the Offices of Web Services and Public Relations since these areas are charged with the public-oriented Web pages and the public face of the University.

The PR Web Editor will function as the filter person with an understudy in the PR office.