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.