# Press Releases

All press releases for departments and programs must be distributed through University Communications. As the College of Liberal Arts liaison, the CLA communications team will coordinate with departments and programs to ensure that press releases meet university standards. Cal Poly distributes releases to all local media — television, print and radio. Please anticipate **5-7 business days** from submission to distribution.

Information suited for press releases:

* Event announcements (open to the public)
* Awards or significant accomplishments
* New programs or significant changes/impact

Use the templates on the following pages, and send drafts to Rachel Schultz at [rschul02@calpoly.edu](mailto:rschul02@calpoly.edu).

***PRESS RELEASE TEMPLATE***

FOR IMMEDIATE RELEASE

Month Day, Year *(abbreviate month)*

Contact: First Name Last Name

805-756-XXXX; email@calpoly.edu

**Headline [Mention Cal Poly]**

SAN LUIS OBISPO — Lead sentence [ Establish who, what, when, where and include Cal Poly]

Body copy [2-3 paragraphs with supporting information]

Conclusion [1-2 sentences on sponsorship information]

**Link(s)s**

- Link Name: url

**Photo/Caption**

* Description: Image Name.jpg
  + Caption information

**About [Entity Name]**

1 paragraph about the originating entity (example: About Cal Poly History Department). The CLA communications team has about statements generated for all CLA departments.

# # #

***EXAMPLE — EVENT***

FOR IMMEDIATE RELEASE

April 10, 2014

Contact: Kim Barton

805-756-2543; kabarton@calpoly.edu

**Author to Discuss ‘The Real American War in Vietnam’ April 22 at Cal Poly**

SAN LUIS OBISPO — Award-winning journalist, historian and author Nick Turse will present “The Real American War in Vietnam” at 6 p.m. Tuesday, April 22, in Room 123 in the Bioresource & Agriculture Engineering Building (No. 8) at Cal Poly.

The talk will focus on topics Turse wrote about in his critically acclaimed book, “Kill Anything that Moves.”

In the book, Turse asserts that Americans have long been taught that events such as the notorious My Lai massacre were isolated incidents in the Vietnam War, carried out by a few “bad apples.” But through a groundbreaking investigation, Turse discovered the violence against Vietnamese civilians was not at all exceptional during the conflict. Rather, it was pervasive and systematic, the consequence of official orders to “kill anything that moves.”

Turse is also the author of “The Complex,” the managing editor for TomDispatch.com, and a fellow at the Nation Institute, a nonprofit media center dedicated to strengthening the independent press and advancing social justice and civil rights.

Turse’s investigations of American war crimes in Vietnam have gained him a Ridenhour Prize for Reportorial Distinction, a Guggenheim fellowship, and a fellowship at Harvard University’s Radcliffe Institute for Advanced Study.

The presentation is free and open to the public. It is co-sponsored by the College of Liberal Arts’ Doyle Fund and the departments of Ethnic Studies, History, Journalism and Political Science.

**Links**

- Ethnic Studies Department: [cla.calpoly.edu/es.html](http://www.cla.calpoly.edu/es.html)

- History Department: [cla.calpoly.edu/hist\_events.html](http://www.cla.calpoly.edu/hist_events.html)

- Journalism Department: [journalism.calpoly.edu/](http://www.journalism.calpoly.edu/)

- Political Science Department: [cla.calpoly.edu/pols.html](http://www.cla.calpoly.edu/pols.html)

- College of Liberal Arts: [cla.calpoly.edu](http://www.cla.calpoly.edu)

**Photo/Caption**

* Book cover: Kill Anything That Moves.jpg

# # #

***EXAMPLE — AWARD/ACCOMPLISHMENT (FACULTY)***

FOR IMMEDIATE RELEASE

May 5, 2014

Contact: Rachel Schultz  
805-756-1216; rschul02@calpoly.edu

**Cal Poly Ethnic Studies Professor Awarded Fulbright Scholar Grant**

SAN LUIS OBISPO – Cal Poly ethnic studies Professor Victor Valle has been selected to receive a 2014-15 Fulbright U.S. Scholar Grant.

The Fulbright Scholar Program gives faculty and professionals the opportunity to lecture, teach and conduct research in a foreign country, with the aim of building relationships across continents.

With the grant, Valle will temporarily live in Mexico to continue his research on his latest book project, “The Poetics of Fire: On the Art of Chile-Eating.” Valle’s project explores how North Americans perceive the aesthetics of chile-eating. The research examines the metaphors and narratives that drive how people discuss chile-eating and how these metaphors and narratives have evolved over time.

Valle has been with the Cal Poly since 1992. He began his writing career in the 1970s by publishing poetry and literature translations and editing literary magazines. After graduating from the Medill School of Journalism in 1981, he joined the staff of the Los Angeles Times. During his residency there, Valle and fellow Chicano journalists received a Pulitzer Prize and other honors for investigative journalism.

As an author, Valle’s book “Recipe of Memory: Five Generations of Mexican Cuisine,” has been reviewed in more than a dozen scholarly journals and has been reproduced in “American Food Writing: A Literary Anthology” by the Library of America publishers. His last book, “City of Industry: Genealogies of Power in Southern California,” was published in 2009.

“Professor Valle is not only an acclaimed scholar and writer but also an activist who truly lives out ethnic studies and Cal Poly’s commitment to transformative knowledge,” said Denise Isom, Ethnic Studies Department chair.

**Links**  
- Ethnic Studies Department:  [cla.calpoly.edu/es.html](http://www.cla.calpoly.edu/es.html)

- Fulbright Scholar Program:  [cies.org/about-us](http://www.cies.org/about-us)

**About the Cal Poly Ethnic Studies Department**

The Cal Poly Ethnic Studies Department provides students with the skills required for critical inquiry that advance their analysis of race, ethnicity and cultural difference in an increasingly complex world. Students examine how social hierarchies frame access to political power, allocate economic resources, and influence expression.

# # #

***EXAMPLE — AWARD/ACCOMPLISHMENT (STUDENT)***

FOR IMMEDIATE RELEASE

May 7, 2014

Contact: Rachel Schultz  
805-756-1216; rschul02@calpoly.edu

**Cal Poly Graphic Communication Students Win First in Packaging Challenge**

SAN LUIS OBISPO — Cal Poly graphic communication students won first place at the Phoenix Challenge Flexo Packaging Competition on April 26.

Ten schools and more than 80 students traveled to Baltimore to participate in the competition, sponsored by the Phoenix Challenge Foundation to encourage high school and college students to explore opportunities in the flexographic printing industry.

This year the students were charged with helping rebrand a company.

Cal Poly’s team showcased their skills by rebranding local winery Saarloos and Sons’ Rosé label, taking the lead in the categories of Best Concept, Design, Research and Execution.

The team’s rebranding strategy included printing a complex surface print-reverse view label with gold metallic ink. A label tag was incorporated using thermochromic ink that turns blue when the wine has been chilled to the proper temperature. The team also created a corrugated shipping container that functioned as a display.

Cal Poly’s Learn by Doing educational approach occurred throughout the project. Students worked with industry partners to receive donated materials to print their jobs. The team approached the project in a multidisciplinary manner, collaborating with Cal Poly faculty in the Wine & Viticulture, Agribusiness, Industrial Technology, and Graphic Communication departments to complete the project.

This year’s team comprised students Natalee Consulo, Mariah Linnett, Lena Haidar, Giulianna Riso, Connor Foltyn-Smith, Meredith Stewart and Mishay Murfield and Professors Colleen Twomey and Malcolm Keif.

**Links**  
- College of Liberal Arts: [cla.calpoly.edu/](http://www.cla.calpoly.edu/)

- Graphic Communication Department: [grc.calpoly.edu](http://www.grc.calpoly.edu/)

- Phoenix Challenge Competition: [phoenixchallenge.org](http://phoenixchallenge.org/)

**About the Cal Poly Graphic Communication Department**The Graphic Communication Department at Cal Poly is one of the best-known and largest programs of its kind in the western United States. The department is home to more than 33,000 square feet of laboratories filled with cutting-edge equipment donated in large part through industry partnerships.

 # # #