

## Upgraded site offers more information, interaction

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<http://www.uwosh.edu/today/4966/upgraded-news-site-offers-more-information-interaction/>

The University of Wisconsin Oshkosh has transformed its comprehensive news site, incorporating cutting-edge technology to keep the University's many audiences connected to campus.

The upgrade not only increases the functionality of UW Oshkosh Today ([www.uwosh.edu/today](http://www.uwosh.edu/today)), but also makes the award-winning site more interactive.

"UW Oshkosh Today belongs to the campus community, so we wanted to make sure everyone has the opportunity to share their good news," said David Williams, managing editor. "Throughout the past two and half years, UW Oshkosh Today has brought together contributors from across campus. The new site makes it even easier for students, faculty and staff to add their announcements and events to the site."

- Members of the campus community can post directly to the announcements category by clicking ["SUBMIT AN ANNOUNCEMENT"](#) on the menu bar beneath the UW Oshkosh Today banner.
- To add a listing to the Public Events Calendar, visit [www.uwosh.edu/imc/media-relations/public-event-submission](http://www.uwosh.edu/imc/media-relations/public-event-submission).
- To submit an idea for a feature story, visit [www.uwosh.edu/imc/media-relations/story-idea-submission-form](http://www.uwosh.edu/imc/media-relations/story-idea-submission-form).

"The revamped UW Oshkosh Today maintains the variety and depth of stories of the former site while adding more at-a-glance features to the front page, making it easier for the campus community, alumni and friends to see what is happening at UWO with even fewer clicks," said Jeanette DeDiemar, executive director of Integrated Marketing and Communications, which produces the publication.

DeDiemar added that UW Oshkosh Today is a powerful tool in the University's integrated marketing and communications strategy that also can be used for emergency communications.

In addition to displaying the latest campus news, local weather, international news and links to other UW Oshkosh websites, UW Oshkosh Today's new front page includes an at-a-glance calendar, a featured photo gallery, recent comments on UW Oshkosh Today stories and links to other articles about the University and its students, faculty, staff and alumni.

"Everyone at this University has a story," said Jaime Hunt, associate director, news and public information. "The former UW Oshkosh Today was forward-thinking when it debuted in fall 2007, but we knew we needed to give the site an upgrade if we wanted to find innovative and more relevant ways to tell the '15,000 stories of campus.'"

The new site not only supports multimedia — such as video and audio — but also interfaces with various

social media.

“With a single click, readers can share content through nearly 100 different online platforms, including Facebook, Twitter, LinkedIn, Reddit and Digg,” Williams said. “In more ways than ever, UW Oshkosh Today is the megaphone for all things UWO.”

- **What do you think of the new site? Leave a comment below!**