

ADVERTISING GUIDELINES

The Facilities Office is our comrade. Show them respect. If you don't follow these guidelines, they may remove your fliers. If you have questions these guidelines don't hesitate call the Facilities Office at 221-6617.

COPY MACHINE POLICY

The GPC has access to the copy machine located in the Office of Student Life & Leadership, UC 211. Unlike other student organizations, the GPC is allowed an unlimited number of copies. However, this privilege is only for copying official GPC promotional materials and documents. All copies made must be logged with the secretary of Student Life & Leadership. Copying non-GPC materials or not logging copies may result in disciplinary action.

BULLETIN BOARD POLICY

1. Placing of informational items of any type on the outside of any University building is prohibited, including windows, pillars, balconies and walls. Informational items of any type may not be placed to any painted surface.
2. The signs/banners posted must be neat in appearance and painted with water-fast colors. A fee will be assessed for any cleaning/damage repair that needs to be done due to improper material use.
3. The posting organization is responsible for proper grammar, correct spelling and accuracy of information. *The University Center staff reserves the right to prevent posting if the informational item contains improper grammar, incorrect spelling, questionable content or wrong information.*
4. Only registered student organizations, university departments, academic units, faculty, staff and students can post on campus.
5. Informational items must clearly promote an activity and the sponsoring university organization must be on the poster. If the name, logo, trademark, slogan, or similar identifier of a non-university affiliated entity or product appears on printed material, it must not appear as the dominant message. Content of posters may not be slanderous, libelous, or vulgar. No sexist or discriminatory materials are allowed. No one can advertise or infer the sale of or give away of alcoholic beverages or tobacco products. Informational items cannot contain a "frosty" mug, bottle or can.
6. One informational item may be posted in the MUC lobby display case by going to the Information Desk and requesting placement. Table tents must be approved in MUC 207 for placement in the cafeteria, food court and the coffee shop.
7. One 11 x 17 inch size poster can be displayed on an easel in the MUC lobby one day prior to the event and on the day of the event. Space is limited. Make your request in MUC 207.
8. All posted items must carry the name of the sponsor or sponsoring group and may be posted no more than two weeks before the event. The expiration

date on all informational items for posting will be a maximum of two weeks from date of approval.

9. Tacks or staples must be used to attach informational items to bulletin boards. Special permission can be granted to place signs on walls during special events. In this case, only masking tape can be used. The person or group responsible must remove signs by 12 p.m. on the day following the event. If it is not removed, a \$25 fee will be assessed.
10. Open posting is available in the Post Office located on the first floor of the MUC.
11. The MUC Web Site and the MUC information Desk has a listing of approved campus posting locations.
12. Sheets, banners and signs may be displayed outside (i.e. between trees) in designated areas only. An approval form must be completed (available at the MUC Information Desk) prior to putting up these items. A \$25 fee will be assessed if the sheet, banner, or sign is not removed by 12 p.m. on the day following the event.
13. The University Center staff reserves the right to deny posting of information items when guidelines are not followed. Parties desiring to appeal may do so by submitting a written statement to the University Facilities director.
14. If you wish to place promotional material on the table and/or windows of the cafeteria, the food court, or Java City, obtain permission from Dining Services (221-7474) first.
15. If you want to have fliers posted in the Residence Halls, deliver them to the Housing Office (Miller Hall 119) and ask them to post them in the halls.

UNIVERSITY CENTER LOBBY TABLE POLICY

1. All users must complete an online request and receive approval from the Morgan University Center Office before reserving a lobby table in the University Center.
2. Tables in the lobby area may only be reserved by student organizations and university departments. (See policy 3:001, VI, 4 regarding rental of tables to outside groups.)
3. The main floor lobby is the only place where tables may be set up. There is a limit of four tables in this lobby per day.
4. Each requesting organization or department may reserve only one table per day. Each reservation must be accompanied by an approved solicitation form.
5. No banners or signs may be attached to the walls around the lobby tables. If signs are displayed, they may be taped to the front of the tables.
6. Groups are prohibited from active solicitation at lobby tables. If someone wishes information, they have the opportunity to approach a table. Table users will not call individuals passing through the lobby to come to a table or stand in the middle of the lobby and solicit.

7. When an outside group is sponsored at a lobby table, a member of the sponsoring organization must be present at the table always.
8. Any organization involved in the sales of items must display a copy of the approved solicitation form on the front of the table. Organizations that do not comply may be removed from their table.
9. All groups are responsible for providing their own audiovisual equipment. Student organizations should coordinate these requests with their organizational advisor. Excess volume from audiovisual equipment is prohibited at lobby tables.
10. All solicitations at UC lobby tables will take place between the hours of 9 a.m. - 3 p.m., Monday - Friday.

SIDEWALK CHALK POLICY

1. The Information Desk in the University Center must give approval before chalking sidewalks.
2. Chalking is allowed only on horizontal, concrete or asphalt surfaces where the rain will wash away the residue.
3. Under no circumstances may groups or individuals advertise on an organic surface (grass/ soil).
4. Only water soluble chalk may be used and must be approved by the Information Desk Staff in the University Center.

PUBLICITY IDEAS

1. Use teasers such as posters, buttons, pins, radio announcements, newspaper ads, etc., to begin a program publicity campaign.
2. Print up colorful bookmarks with advertising about a service available or a series such as concerts or films.
3. Put large signs and banners on automobiles and park them in prime locations in parking lots on campus.
4. Use sandwich boards to publicize events. Hang them on people and have them walk around campus.
5. Make up some paper hats with publicity on them.
6. Hand out balloons - other inexpensive items - with information on the program attached.
7. Media Services can print up flyers and posters. These can be distributed on bulletin boards, post office boxes, etc.
8. Use odd-shaped posters - triangles, hexagons, ovals, etc.
9. Give away posters or book covers in advance of an event or series of events.
10. For series (film, speakers, etc.) have a few well-placed posters whose general format remains the same while the program information may change from event to event. Be sure to change colors for the program insertion as well.
11. Realizing that some posters will become wall decorations in student apartments, make the rounds several times before the event to hang and re-hang posters to ensure adequate publicity.

12. Get local businesses to publicize or subsidize your program by giving them plugs during breaks in the program. Again be careful of campus regulations preventing commercial activities on college property.
13. The ALL STATE can be one of your best forms of advertising both from ads that you purchase and also feature coverage about upcoming attractions. It is important to develop a good working relationship with the newspaper staff.
14. Be sure to advertise through on and off-campus housing. Check with housing officials before putting up such information.
15. Write a letter to the editor of the ALL STATE pointing out the importance of an upcoming program.
16. Be sure to leaflet all lines on campus. Registration lines, food lines, theater ticket lines, lines to get into the bookstore and lines to get into lines.
17. Skits always can be used as a double -- program and publicity. Find a way to draw the theater arts students or your own friends into extemporaneous "happenings" and while a crowd forms, pass out those leaflets and spread the word.
18. For the last-minute emergency kind of publicity, try a phone-a-thon. Call your friends and ask them to call their friends to publicize concerts or a play that needs attendance.
19. Use buttons to advertise a program or series. Sell buttons as tickets and admission to an event. Sell weeks in advance to expose the event to the campus.
20. Create a core group of individuals who have extensive information about the project who will then speak to campus groups. This immediate one-to-one contact in which questions can be answered is more time consuming, but often the most productive, i.e., recruiting for volunteer programs.
21. Make table tents of advertising to place in eating areas and reading lounges around campus. (Be sure to secure permission first!)
22. Classroom blackboards can be used to advertise upcoming events.
23. Contact bookstores to have displays of tapes, CDs or books by individuals coming to campus to speak or perform.
24. Lucky ticket drawings at a major athletic event; give out tickets to future games or concerts in conjunction with half-time activities. (Secure permission first!)
25. Give out free teaser tickets to upcoming events.
26. Make the event publicity a living thing that carries through the theme of the event.
27. Co-sponsor programs with other campus groups as this will enable you to make use of the other group's people power and will increase the possibilities of greater dissemination of information for your specific event.
28. For a specific event, ask the food service to feature a specific kind of food item to publicize your event.
29. Pocket calendar -- have calendar of upcoming events printed on cards with academic year calendar printed on the other side. The event side would include categories such as athletics, cultural events, films, concerts, etc.
30. Use other program's master of ceremonies to announce your upcoming events.
31. Develop a news column in the ALL STATE covering the week's events. This is in addition to a calendar of events. Focus on one or two programs that would appeal to the general campus.

32. Print up your own post card with a printed greeting on the message side.
33. Photograph ads, glossies, or printed information regarding upcoming events; make them into slides and project before film showings.
34. Have a rubber stamp made with a particular program and pass out stamped articles, like fruit.
35. Persuade your local pizza merchant to include your flyers taped to the top of pizza boxes on all deliveries.
36. Hold sing-alike, act-alike, dance-alike or look-alike contests for upcoming popular performers.
37. Photograph popular administrators, faculty, etc., wearing a T-shirt advertising an upcoming event. Then use that photograph in subsequent advertising.
38. Contact specific faculty members whose courses might be relevant to a program you're bringing. They might assign their classes to attend.
39. Banners may be displayed in UC. Remember to adhere to policy.