

## **Publicity and Promotion**

To ensure a well-attended program, student organizations must spend a great deal of time on publicity. As planning for the event begins, brainstorm possible publicity strategies. Think about whom you wish to attract to the event, how to get your intended audience's attention, and what type of budget you have for publicity. Be sure to submit an Event Registration Form prior to distributing, posting, or placing on the web any publicity for the event.

### **University-Student Union Posting Regulations**

The intent of this policy is to provide an organized procedure for student organizations to publicize events and activities without detracting from the aesthetic appearance of the U-SU.

When posting flyers in the University-Student Union (U-SU), please observe the following guidelines:

- Do not post flyers on doors, glass walls and windows.
- Do not leave flyers on tables, chairs or trash cans.
- Do not post flyers on walls next to The Pit; this is reserved for U-SU programs.
- Bring two (2) copies of the flyer to the Union Reservation office, located at the 4<sup>th</sup> floor of the U-SU. Request to post the flier. The building manager will stamp and post the flyer at the bulletin boards located in the 2<sup>nd</sup> and 3<sup>rd</sup> floors of the U-SU. (All flyers without the U-SU stamp are routinely removed).
- Banners no larger than 4' x 12' may be hung off the 2<sup>nd</sup> floor patio, facing the Free Speech Area with approval through the Union Reservations office.

Certain actions will be taken when student organizations do not adhere to these guidelines:

When the Center for Student Development and Programs receives a flier illegally posted by your student organization, we will send you a warning notice. Student organizations are allowed two warnings within a year. After the second warning, further disciplinary action may occur.

### **Publicizing in the Housing Complex at Cal State LA**

In order to publicize an event in Housing, bring a copy of the advertisement to the Housing Services Office for approval. Complete a Request to Publicize. Attach the advertisement to the request form and leave it for the Marketing Coordinator. Two copies of the advertisement will be posted in designated areas in the Phase I and II Housing Community Centers. If the advertisement is not approved, you will be contacted and given an explanation on why we cannot post it and/or given suggestions on what is needed to have it approved. Only flyers advertising Cal State LA events will be posted. Posting on doors and around Housing is prohibited.

### **Posting fliers on the ASI Information Kiosks Around Campus**

To post a flier at these kiosks, bring seven copies to the ASI Service Center on the fourth floor of the University-Student Union. A staff member will stamp the fliers as approved for posting and direct you to the kiosk locations around campus. Fliers may remain on the kiosks for up to one month.

### **Banner Wall Posting Policy**

Student organizations may reserve space on the banner wall along the main walkway of campus. To reserve space, complete a Banner Posting Request Form. Return the completed form, with the banner to be hung, to the Center for Student Development and Programs, University-Student Union, room 204. The form and banner must be submitted by 6:00 p.m. the Wednesday prior to the week of posting. For the complete banner policy, see page. Banners are hung on Mondays and removed on Fridays by the staff of the Center for Student Development and Programs. Banners are displayed for no longer than a two-week period, as space permits. One banner per event/service is allowed at any given time. Banners shall be no larger than six feet long by three feet high. Vinyl banners with grommets for hanging are preferred. Paper banners are permitted, but will be removed at the discretion of the Center for Student Development and Programs if they become damaged. The Center for Student Development and Programs is not responsible for lost or damaged banners.

### **University-Student Union Third Floor Display Case Reservation Policy**

The display case located in the University-Student Union on the third floor northwest side of the building may be reserved by recognized student organizations. Reservations are made on a first-come, first-served basis at the reception desk in the Center for Student Development and Programs, University-Student Union, room 204. Any member who is listed on the Student Organization Officer Information Form may reserve the display case for a period of two weeks. If a display is not set up or removed by the agreed upon date and time, the University-Student Union may cancel the organization reservation and if necessary dispose of the exhibit materials.

**Publicity Tips:**

- Think about how to attract both commuter and on-campus students to the event. Publicity should be included in areas that make the most students see it.
- If the event is particularly relevant to students of a certain major make sure you advertise in areas of campus where their classes are held.
- Provide as much information as possible to attract students. Is the event free? If so, list that. If not, list the amount of the fee. Will refreshments be provided?
- Word of mouth is an effective supplement to formal publicity. Make announcements to friends and classmates. These serve as personal invitations and may encourage others to attend.
- Check in with Associated Students, Incorporated. ASI provides a limited number of free copies and poster service to recognized organizations.

**Types of Publicity Include:**

- Word of Mouth
- Announcements in classes
- Notices on an organization web page
- Electronic Message Board (outside the University-Student Union)
- Student organization special events or activities may be listed on this board. Complete an Electronic Message Board Request Form and submit it to the University-Student Union Administration Office at least five business days before the message should be displayed.
- Posters/Banners
- Student organizations may reserve space on the banner wall along the main walkway of campus. To reserve space, complete a Banner Posting Request Form. Return the completed form, with the banner to be hung, to the Center for Student Development and Programs, University-Student Union, room 204. The form and banner must be submitted by 6:00 p.m. the Wednesday prior to the week of posting. For the complete banner policy, see page.
- Flyers
- Postcards
- Table tents
- University Times Calendar Section
- Recognized student organizations receive the benefit of advertising their meetings or events for free in the University Times, a twice-weekly campus wide publication. All that is needed is a completed calendar form, which may be obtained at the University Times office in King Hall, Room C3098. There are deadlines for submitting information, which may change on a quarterly basis, and late submissions will not be published. Ads may also be purchased. For the advertising rates or if you have any questions, contact the University Times at (323) 343-4215.
- T-shirts
- Give-A-Ways-items printed with the event information (i.e., pens/hiliters/post-it notes/keychains/buttons)
- Information Television System
- The University-Student Union Information Television System (Target Vision) operates daily during normal operating hours, and is administered through the Union Reservations Office. Target Vision is available for any event occurring on campus.
- Press releases
- Working with the University's Publications/Public Affairs Office to produce press releases will enable you to receive maximum exposure both on and off campus. In order to receive the best assistance, draft information or outline the facts, then visit the office (call (323) 343-3050 for an appointment). Publications/Public Affairs can provide sample releases and assistance with formatting the release on University letterhead, and can send it out to select media contacts. (Note: Press releases are usually sent 3-4 weeks before the date of the event, so remember to plan far ahead.)

**Cal State L.A. Calendar of Events**

Contact the Publications/Public Affairs office. Provide event date, time, place, a brief description, list of sponsors and information phone numbers. This information will be placed on the Cal State L.A. Calendar of Events. Send this information as early as possible. The on-line calendar may be found at [www.calstatela.edu/univ/calendar/main](http://www.calstatela.edu/univ/calendar/main).

If you'd like to publicize your event to students from other colleges and universities, the Publications/Public Affairs Office can provide addresses of area colleges and universities.

**Petitions/Signature Drives**

All use must be in accordance with the “President’s Directive Regarding the Use of the State University Building and Grounds” whether University related or not, and must follow these guidelines.

**Reserving Tables to Promote Student Organization Involvement/Solicitation**

Soliciting students to become involved in your organization must be done in authorized areas (i.e., on the Union Walkway from behind a table). However, no attempt should be made to stop people on the walkway. Table reservation requests should be made through the Union Reservations Office during regular office hours 8:30 a.m. – 6:00 p.m., Monday-Friday.