# Publicizing

**Impact Boards**

Material to be posted on Impact bulletin boards must be brought to the Office of Campus Life Front Desk (AUC 161) and stamped prior to posting. **We will not stamp posters or flyers until the event is approved using the Event Planning Form.** Posters can then be left in the drop box found outside of the Impact Office, located at AUC 142. Impact will distribute the posters to all Impact bulletin boards around campus.

**Impact-TV**

Impact-TV is the system that publicizes events on AUC screens. Plan ahead because space is limited. Submit your request via the online publicity request form on the Impact website.

**Mast Media**

*Mast Media* charges for actual advertisements, but sometimes a well written press release with a good amount of advanced warning will encourage one of the reporters to cover your event. Though you pay for advertising, having them write an article is FREE!

**AUC Corkboards**

Three corkboards located in the AUC are open for use by clubs using either butcher paper or traditional advertising. All advertisements still must be stamped by Student Involvement and Leadership. Please DO NOT use staples on these boards. Tacks and pushpins only.

**Sidewalk/Classroom Chalking**

All chalking is approved by Student Involvement and Leadership. Please see the Chalking Announcements on Campus Policy below for more details. Please remember to check with academic departments before chalking their classrooms!

**University Calendar**

If you would like your event posted on the PLU University Event Calendar, go to ***www.plu.edu/calendar*** and register your event using 25Live. Check the LuteCal box to ensure it is included in the LuteGuide app.

## Advertising and Publicity Policies

Various types of posting areas and bulletin boards are provided throughout the PLU campus to provide information to students, faculty and staff. **Student Involvement and Leadership must stamp all posted materials for approval.** This stamp is certification that the sponsoring organization has met the following applicable conditions established by Student Involvement and Leadership. Authorization may be refused if one or more of these conditions have not been met. This authorization is neither an endorsement of the activities nor of the subjective quality of the publicity, but rather allows the sponsoring organization to publicize events in accordance with these procedures.

When posting in any area, local regulations supersede those set by Student Involvement and Leadership. It is the responsibility of the organization initiating the publicity to comply with such regulations. Students wishing to post advertisements and notices in buildings other than in the AUC facilities are urged to check with the appropriate college or departmental secretaries or building supervisors for rules governing posting in that building or area.

**The following must be indicated on all materials to be posted:**

* The full name of the sponsoring organization
* The time, date and place of the event
* Any entrance fees or costs to participate

Note: For all dances and concerts the following must be on the publicity and tickets: Non-student guests must be18 years of age with proper identification.

Only officially recognized PLU University student organizations may advertise functions or activities within the campus area. Occasionally, when the interest to PLU students would be great, small notices, either commercial or from other universities, may be posted if sponsored by a PLU club or organization.

Any organization failing to comply with these policies and procedures may lose their posting privileges as well as other privileges for a stated period of time.

* Posters must be removed within 24 hours of the completion of the event.
* Activities which are open to members and non-members of the organization may be publicized through general advertising media. However, notification of a meeting or event that is only open to organization members should be made internally via email or similar method
* Flyers and posters must be confined to bulletin boards and designated posting areas, such as Impact bulletin boards, AUC corkboards, or other building-specific posting areas (with prior approval). Posting on walls, windows, doors, sidewalks, fences, buildings and grounds is strictly prohibited and all publicity placed there, with or without an approval stamp, will be removed. There may be only one poster or flyer publicizing a given activity on a bulletin board.
* The maximum allowable size for posters on Impact bulletin boards is11 x 17 inches. Student Involvement and Leadership may grant special consideration for special events that may require larger posters. Butcher paper posters may be up to 36” x 36”.
* No posters or other forms of publicity will be approved advertising or implying the sale or use of alcoholic beverages (i.e. pub crawls, drink specials, happy hours).
* Table toppers may be posted within the AUC Commons in conjunction with Impact and Dining and Culinary Services. Contact Impact for more details.

## Die-Cut Policy

The Office of Student Involvement and Leadership has purchased a die-cutting machine! This machine is hand operated and is used to produce multiple copies of precision cut letters and shapes using commercially-produced dies. This machine is primarily for student club/organization use. The machine is located in the Clubhouse space in the lower AUC area.

You must make an appointment to use the die-cut machine. The die-cut machine is only available Monday-Friday, 8am-5pm. To check out the dies you must contact a student leader in the Clubhouse. If a student leader is not available then you will need to go to the Campus Life Office, AUC 161, to have the dies unlocked.

When using the die-cut machine, you must fill out the Die-Cut Check Out Form and provide the description for use. There is no charge to use the machine. Users must use the butcher paper provided in the Clubhouse. Users must clean the work area after use of the machine and return dies to their proper place.

Any damage to the machine caused by negligence will be the responsibility of the user. You will be given instructions in the proper usage of the machine by a staff member.

## Logo Usage

Usage of the Pacific Lutheran University Rose Window emblem is strictly prohibited, as is modification of this logo in any way for the use of promotion. At present, no logo is universally available to clubs for use, however the intention is to have a “club logo” designed that represents PLU but does not violate copyright on the Rose Window emblem.

## Chalking Announcements on Campus

When chalking on campus, please consult with SIL or refer to the list of preferred chalking locations that take into account PLU’s commitment to sustainable use of water and other resources. Otherwise, please remember:

* Do not chalk within 50 feet of any door
* Do not chalk under any overhang (it takes a very long time to wear away)
* Alternate sidewalk blocks so you are not chalking on every one
* Chalking on buildings or walls is strictly prohibited
* The material used to mark the walk must be water-soluble chalk (sidewalk chalk). The use of markers, paints, oil-based products, or spray chalk is prohibited
* Chalk is reserved for events occurring within 24 hours of posting

## Posting Flyers in the Residence Halls

Any posters or advertisements intended for a residence hall or halls must be coordinated with the Resident Director of the building in conjunction with Student Involvement and Leadership. All above stipulations still apply.

## Getting Coverage through Mast Media

Mast Media is a good resource for generating publicity about student club/organization events. In addition to running advertisements (which cost you money), you can send information about your event to the reporting staff and generate interest that may result in a full article (which is free!).

When sending a press release to the Mast Media writers, it is important to include the following information:

* Date, time and location of your event
* Admission costs, donation requests, ticket locations
* Full name of your event
* Full name of your organization and any organizations/departments that are co-sponsoring
* A paragraph or two detailing what the event is about
* Contact name, phone number and e-mail address for the person coordinating the event
* Information about any benefiting organization (for instance, if you are raising money for a charity or local service agency)

## Club Web Presence

If your recognized club/organization’s web site is hosted through an external host (such as Facebook), contact Student Involvement and Leadership to request that your site be linked to the Student Involvement and Leadership organizations directory on LuteGuide. Additionally, each club is expected to have a PLU club email account which will serve as the main source of contact between the Office of Student Involvement and Leadership and the club/organization. This club email account request can be submitted through the Club website at <http://www.plu.edu/clubs/documents> .