

# CSI Publicity Workshop

Effective Publicity on Truman's campus



# Publicity Ideas...

- **Paper**

- Posters & Flyers
- Handbills
- Table Tents

- **Virtual**

- Emails, Facebook, & Twitter
- Organizational, Departmental, or Truman Website
- Web Banner on Truman's Website
- TruView Event Calendar

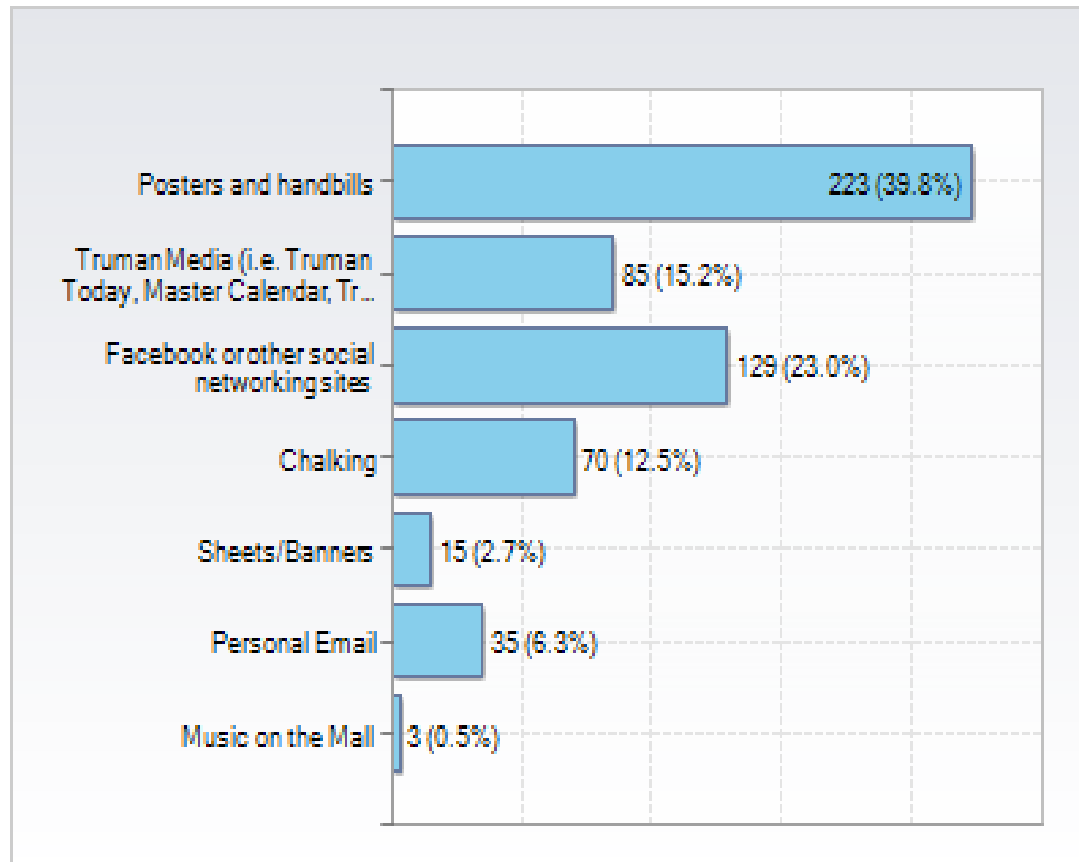
- **Buildings**

- Digital signage in the SUB
- Easels in the SUB, Residence Halls, & Academic Buildings

- **Other**

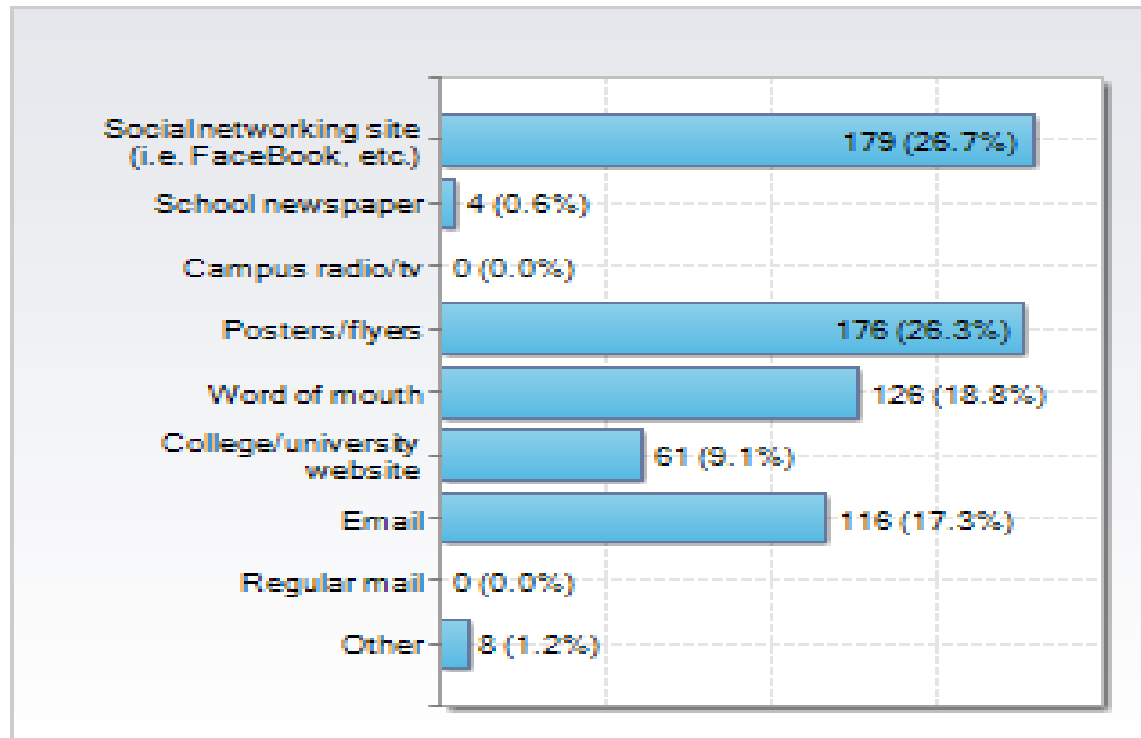
- Stuff organizational mailboxes or email all organizations
- Banner
- Chalking in classrooms & outdoor chalking
- Stakes and sandwich boards
- Buttons
- Ceiling Tiles
- News/Media sources

## What is the single best way to advertise for campus activities and programs? \*



\*Data comes from the 2009-2010 EBI Student Activities Assessment

## How do you receive information regarding campus activities ?\*



\*Data comes from the 2009-2010 EBI Student Activities Assessment

# Advertising Policy

The full Advertising Policy can be found on the CSI website:

Policy Includes: Guidelines, Regulations and posting areas



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## Latest News & Events

[Purple Friday T-Shirt Sales](#)

[Click here to read the jan 2011 Edition of the CSI Newsletter](#)

## CSI Schedule of Events

Today	◀	▶					
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
26	27	28	29	Mar 1	2	3	
4	5	6	7	8	9	10	

Click [here](#) to apply for the spring 2012 activities fair!

We have new academic year hours!

Stop by our office in SUB 2000 (right off the HUB)

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Saturday & Sunday: Closed

**Attention Student Organizations!!** Beginning this fall, there are several *New Requirements & Policies* for all Student Organizations.

Please see the [Organization Policies](#) page for information.

**Interested in Starting a New Student Organization?!** [Click here for Information!](#)

# Campus Advertising Areas

- **Campus Private Advertising Areas are:**

- Subject to the discretion of the occupant to post material of a reasonably relevant nature to the University and its activities
- Examples include offices occupied by faculty or staff, department offices, Residential buildings, and major/departmental specific bulletin boards

- **Campus Public Advertising Areas are:**

- All postings are subject to the University Advertising Policy
- Open for use by the general University population
- Designated Bulletin Boards
  - Academic Buildings
  - Student Union

# Advertising Policy: Highlight Posting Policies

- **Posting in Public Areas**

- Chartered student organizations must submit posters to the CSI and have all materials stamped for approval before posting
- University departments and offices can opt to have their materials stamped for approval, not required
- Every poster or flyer must have a Sponsor listed on the poster (Sponsors: Chartered Organization or University Department)
- Limit to one poster/flyer copy per bulletin board for on all announcements, events, and student candidates posters
- Posters should be attached with tacks -- staples, tape, and duct tape are prohibited
- It is recommended that posted material not be excessively large in proportion to the board
- Materials promoting the consumption or promotion of alcohol, tobacco, illegal substances, profanity, obscenity of illegal acts are prohibited.
- Only post on approved Bulletin Boards -- No posting on windows, doors, walls, floors, or trees
- The University does not allow door-to-door solicitation of products or services

- **Posting Removal in Public Areas:**

- Chartered organizations should only remove their own material from bulletin boards
- The University reserves the right to remove any material that does not comply with the University Advertising Policy or is outdated publicity

# Advertising Policy: Banners & Chalking

- **Banners**

- All banners must meet the same requirements of posted materials
- All Banners must be approved by CSI
- The banner spaces are available on a first-come first-serve basis
- Recommended: banner designs stop 12 inches from all corners
- Required rope: vinyl, cotton, or clothesline – 50 ft
- Required sheets: twin size
- After banners are approved by the CSI, the organization can take the banner to the Physical Plant Office located in the General Services Building. Physical Plant staff will hang all banners on buildings

- **Chalking**

- All chalking must meet the same requirements of posted materials
- Chalking is permitted by recognized student organizations, departments, and offices to advertise
- All chalking should be done in areas and on surfaces that can easily be rinsed by rain
- No Chalking Allowed in following areas:
  - Walls, Trashcans, buildings, steps, bricks, vertical surfaces, trees and pillars of buildings
- Groups will be charged for clean up if chalking occurs in prohibited areas, advertises something other than a campus-wide event, or is not removed within a reasonable time frame after the event occurs

# Design Your own Publicity

## Your Design...

- You must follow all Advertising Rules
- Image Copyright
- Using Truman Logo
- CSI Stamp

## • INCLUDE:

- Time
- Location
- Date
- Sponsor

## Design Information...

- Publications -- free for students <http://publications.truman.edu/>
- Off Campus

## Printing Information...

- Printing Services -- <http://printingservices.truman.edu/>
- Off Campus – companies in Kirksville

# Advertising for Movies

- **Films**

- In order to show a film on campus, the organization must be prepared to purchase the rights to show the film. Some films are not copyrighted material; however, most films do require the purchase of the film.

- See CSI Movie Brochure for more information

<http://csi.truman.edu/pdf/MoviesBrochure.pdf>



# TRUMAN STATE UNIVERSITY

*Nationally Ranked, Affordable, Personal*

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# Fundraisers and Gambling

## Fundraising Rules:

- In order to fundraise on campus, the organization must follow University policy and all laws governing fundraising and gambling.
- You cannot gamble to raise money for your organization or a philanthropy

## Gambling

- Players must not be required to pay a fee of any kind to play the game or to receive a prize. This includes any and all fees. Raffles are illegal and not allowed on campus.
- See CSI Gambling Brochure for more information  
<http://csi.truman.edu/pdf/GamblingBrochure.pdf>

## Examples

- Poker
- Raffles vs. Drawings
- Bingo



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# Frequently Asked Questions

- Ceiling tiles
- Laminating
- Where is Physical Plant
- Supplies from the CSI
- Reserving Publicity Space
- Stuffing Mailboxes and Solicitations
- What needs the CSI approval

# Contact Information

- CSI Professional Staff – Student Union 2000
- Monday-Thursday 8am-6pm, Friday 8am-5pm
  - Laura Bates
  - Matt Kennedy
  - Rachelle Williams
- Publications– Kirk Building
  - Teresa Wheeler
  - Katie Best
  - Winston Vanderhoof
- Printing Services– Barnett Hall
  - Cathy Sherrow
- Reservations– Student Union 2000
  - Linda Yager