Publicity

You’ve planned your event, reserved space and have applied for funding – it’s time to let everyone else know about it! There are many different ways to advertise your campus events, and we encourage clubs and organizations to come up with new and creative publicity ideas. If you have any questions regarding a new publicity idea, please contact SAE at 540-654-1061.

# What to Include in Publicity

Each piece of publicity should be professional in design and easy for people to read to get the pertinent facts. Your posters should not appear “cluttered” with words and/or graphics. If so, your message may become lost visually. The following items should be included in every promotional piece you create:

1. Who/what are you trying to promote? If applicable, include the name of performer(s) and what is special about them.
2. What type of event is this?: Is it a concert, dance, fundraiser, tournament, etc. For instance, what is the topic or type of music? Don’t assume everyone who reads your publicity will understand “catchy” titles.
3. When is the performance? Include day, date, starting time, time doors open, and if applicable, the date tickets go on sale and where.
4. Where is the event? Include the building and room name or number, and rain location if applicable.
5. Why should someone attend? What is so special about your event? Remember – you need to sell it!
6. How much will admission be?
7. Sponsor’s name (as well as all co-sponsors).
8. For distribution on campus, you must include a point of contact: The first name and phone number or e-mail of a person responsible for the event in case of questions.

# Timing

Publicity should be released far enough in advance to allow people to include attending the event into their social plans. Normally, this means that posters need to be up at least 7 to 10 days before your event. However, unless the date for beginning tickets sales is included in your promotion, materials should not go out before you are ready to start selling tickets.

# Distributing Paper Publicity

There are several important guidelines that every organization must follow to help maintain a clean campus and to give equal access to available publicity space.

First, and most importantly, ANY poster, sign, flyer, notice, banner, or other advertisement to be displayed on campus MUST FIRST be reviewed, approved, and stamped by SAE. All materials must include a phone number (local preferred), and the first name of the contact person.

Be sure to bring your original signs and publicity materials to SAE to be approved BEFORE making multiple copies and posting them on campus.

For an event, printed publicity material must have the event’s sponsoring organization(s), the date of the event, a contact name, and a contact phone number.

Do not include any obscene or illegal information on the material. SAE will not approve vulgar material or anything with pictures or statements concerning alcohol or drugs. Materials will only be approved if they are keeping within the values of the University.

Per the University of Mary Washington Posting Policy, publicity materials may ONLY be displayed on public bulletin boards inside campus buildings; outdoor bulletin boards outside of Lee, Jepson, and Seacobeck Halls; or on tables in Seacobeck and the Eagle’s Nest. The following guidelines apply regarding where and how material may be displayed:

At no time may anything be posted on lampposts; trees; columns; the Woodard Campus Center arcade; walls, front doors, or windows of buildings. Do not use chalk on the sides of buildings or the Woodard Campus Center arcade. Groups will be assessed a cleaning charge if they do. REMEMBER POST ON BULLETIN BOARDS ONLY!

Items may be attached to bulletin boards only with appropriate materials such as thumbtacks, push pins, standard staples, and masking or cellophane tape. Use of heavy‐duty staples or staple guns is prohibited.

Fliers for Seacobeck and/or Eagle’s Nest tables must be half-page size (8.5” x 5.5”), and will be removed every Friday morning. Only campus organizations may post publicity materials on Seacobeck tables.

Residence halls: All items to be posted in the residence halls must be brought to the Office of Residence Life in Marye House. The Residence Life staff will post your materials – be sure to submit these in plenty of time (at least one week ahead of the event) so they are displayed in time! Any materials not posted on an approved bulletin board in the residence halls will be removed. Do not enter a residence hall with the purpose of posting materials yourself. When bringing copies to Residence Life, call first to see how many they need.

1. Please remove fliers from around campus as promptly as possible following your event.
2. Failure to follow any of the above-listed posting regulations may result in a warning; a second offense may result in the loss of the privilege of posting materials for the remainder of the school year.

# Other Notes Regarding Publicity Distribution

Do not assume that the people who are distributing your posters are doing a good job. Ask your Publicity Chair to do the following:

1. Go to SAE and have the materials stamped before duplicating them and posting them around campus.
2. Compile a list of locations where you want your posters to be.
3. Manage the distribution by ordering adequate quantities and setting some aside to be used in a second wave.
4. Conduct a follow-up check of poster locations to see if replacements are needed.
5. Sometimes they fall down or are removed by others - some even become collector’s items.
6. Abide by the Posting Policy. It’s frustrating to waste energy putting up posters where they will be removed.

# Reserving Standards

“Standards” are wooden, T-frame structures that many organizations use to hang publicity around campus on the day of an event. To reserve standards for your organization, you must:

1. Complete a Facilities Services Work Order and send the completed work order to
2. Facilities Services two to four weeks before the date the standards are needed.
3. The work order must include the date, time, and location of the event, as well as a contact name and telephone number.
4. The Facilities Services Set-up Department will deliver the standards to the location you request the date listed on your work order. Your organization may then distribute the standards across campus.
5. All publicity materials posted on the standards must follow the guidelines for posting on the UMW campus.
6. The standards must also be cleared of all publicity materials and returned to the location of delivery within 24 hours of the event.

**Contact:**

**Facilities Services Work Order Management Desk**

**(540) 6542078**

# Copy Center

The UMW Copy Center is located in the basement level of Seacobeck Hall below the Washington Diner. Services include copies, fax service (incoming/outgoing), transparencies, specialty paper, poster-size printing, and GBC (plastic spiral) binding. All copy orders must be submitted through a work order, available at SAE, in the Copy Center or online (http://adminfinance.umw.edu/copies/).

**Submitting the Work Order:**

1. You may complete the Work Order online. Please select the appropriate work order based on your form of payment. Be sure to include your organization FOAPAL string. Save the Work Order to your computer.
2. If your document is in a Microsoft Office program (Word, Excel, PowerPoint, etc.), you may email the work order and document as attachments to copies@umw.edu.
3. If your document is in any other program (such as a graphics program) or 11x17 inches, bring a hard copy and the printed work order to the Copy Center.
4. During the regular academic year, turn around for a copy job is approximately 24 hours. If you need a job done more quickly, submit your work order in person to the Copy Center.
5. Completed copy jobs charged to a student organization require verification from SAE that you have approved funds available in your account. Jobs are available for pickup in the lobby area of the Copy Center. Retail jobs are released upon receipt of the payment. Students may pay with cash, check, or EagleOne for personal copies at the Copy Center, just select “Retail Work Order” in the Forms folder. A hard copy of this form is also available at the Copy Center.

# Distributing Electronic Publicity

SAE has electronic media in place that you might find useful. The first is The Weekly News, a newsletter which is sent via a link to all undergraduate students. To have your event or announcement listed, simply send it to SAE@umw.edu. The newsletter link is sent out every Monday. The deadline to have your announcement or event is noon on the Friday before distribution. Requests received over the weekend will not be honored. Because of the effect on the university’s server, newsletters are only sent out on Mondays unless there is an emergency. The Bullet prints a calendar section listing events that are scheduled by using the submissions sent to SAE for the Weekly Email Newsletter, so events listed in The Weekly will also appear in The Bullet.

In addition, SAE can help with advertisements on the flat screens located in the Dome Room, Woodard Campus Center, and the Fitness Center. Our staff works with University Relations to develop announcements and advertisements. These ads can include photographs as well as video. To assist clubs and organizations, two templates are available for download on the Forms page of the SAE website. One template is used to advertise meetings, and the other for events. Simply complete the template and send it to SAE. We will forward to University Relations and ask them to put these on the screens.

Finally, SAE maintains a Google Calendar of events on the SAE website. To have your event listed, simply check the box on your meeting or event request form.

# Other Publicity Distribution Methods

While flier and electronic distribution remains the most popular means of advertising meetings and events, there are many other ways to reach the University Community, such as those listed below.

**Creative Promotion and Enthusiasm**

* Be Creative! Use teasers (short performances), film, video clips or recorded music in the Woodard Campus Center or at the start of other events.
* People walking around campus in costume or with sandwich boards distributing fliers are another great way to get your message out!
* Give away t-shirts, buttons or other imprinted items as a way to get the word to students!
* Create a buzz word or phrase that will catch the interest of others. Print flyers with just the buzz word and post these around campus. This will arouse the curiosity of the reader. Remember – people like to be in the know and will try to guess or find out what’s happening.
* Finally, be enthusiastic about the program! You must convey that enthusiasm to others through your promotion so that they become enthusiastic about attending. Make sure you talk up the program to all your friends, acquaintances, classmates and faculty members!

**Reserving a Table in Woodard Campus Center**

Many student organizations utilize the tables located on the first floor of Woodard Campus Center to pass out information about events, sell tickets, or hold elections. There are four tables for student use, two in the front foyer next to the staircases, and two in the hallway next to the first floor bathrooms. Tables must be reserved in advance.

To reserve a table, see the student aide at the Information Desk, located across from the main entrance of the Eagle’s Nest. Reservations are made on a first-come first-served basis and must be made in person.

Please follow these guidelines when using the tables:

1. NO outside solicitation is allowed (credit cards, sale of food items from outside vendors, etc.). Petitions and sales of admission to concerts, dances, etc. are allowed.
2. Please use appropriate behavior while using the tables.
3. Do not harass students or visitors in the Woodard Campus Center. You are allowed to play music, make announcements to passersby, and get up from your table, but we ask that you do not station your staff at entrances.
4. Please be respectful of other organizations using tables. If signs or paraphernalia are left on the table by other groups during your reserved time slot, please leave them with the Information Desk. As a courtesy, DO NOT throw them away. Also make sure to clean up any mess that you make at the tables.
5. There is an Eagle One reader at the Information Desk. If your group needs to use this, please see the Information Desk student aide.

# *The Bullet*

Any organization may purchase an ad in The Bullet, the University’s weekly student administered newspaper. For publication dates and detailed information, contact The Bullet via phone or email.

**Available Ad Sizes**

All advertisements must meet the specified dimensions before publication. Bullet staff will not make modifications. Special rates for multiple insertions are available; please contact the Bullet Ad Manager for any additional information.

Ad Sizes:

1/8 page (6.5” wide x 5.5” tall) 1/4 page (6.5” wide x 10.5” tall)

1/2 page (13” wide x 10.5” tall) Full page (13” wide x 21” tall)

**Classified Ads** are also an option. See the staff for costs and size limitations.

**General Policies and Deadlines**

All advertisements are due by 7 p.m. the Sunday prior to the date of publication. Please fill out the advertising insertion order completely. After publication, a copy of the ad will be sent to you along with your invoice. No credit card payments will be accepted.

**Contact:**

**The Bullet**

**(540) 654-1153**

**umwbullet@gmail.com**

# The Spirit Rock

The Spirit Rock, located between Willard Hall and Woodard Campus Center, is a popular means to both express individual and/or group feelings and to publicize on-campus events.

There is no cost to paint the rock; however you do have to follow these simple guidelines:

* Be considerate when painting the rock. If another organization has just painted it, please do not remove and/or vandalize another group’s design for at least 24 hours.
* Do not paint any vulgar or obscene messages on the rock. Please be aware that not only the campus community will see what is posted, but also visitors, VIPs, and prospective students.
* You may use any type of standard indoor/outdoor paint to paint the rock, and you may use any tools to paint with (rollers, paintbrushes, hands, etc). However, spray paint is NOT allowed on the spirit rock as it is harmful to the area around the rock.
* Paint and painting equipment is available for check out to ICA registered clubs only, in the ICA office in SAE.

**Have fun while painting the rock and make it colorful and creative!**

# UMW Post Office

The UMW Post Office, located on the first floor of Woodard Campus Center, offers many U.S.P.S. mail services, including priority, certified, insured, registered, international, and overnight mail; the shipment of packages up to 70 pounds through US Mail and UPS; and sale of envelopes, stamps, and Tickleopes. Window service at the UMW Post Office is available Monday through Friday, 10 a.m. to 4 p.m., but mail may be dropped in the on campus or out‐going mail slot at any time. Also, for your convenience, there are two additional mailboxes for stamped mail. One is on Campus Walk in front of George Washington Hall, and the other is at The Apartments at UMW on William Street.

Students may access their mailboxes and combinations through Banner, under “personal information.” Mailroom personnel can retrieve and provide you with your information, but a fee will be assessed after the second time they must do so.

For special services including return receipts, delivery confirmation, and insured mail, please contacts the UMW Post Office.

**For on-campus mailings:**

Many organizations plan all-student mailings to publicize events. Because most of this paper ends up on the floor or in the trash, this is not the best way to advertise your event and is very costly when you consider the printing charges. We recommend leaving copies of your materials at the Information Desk in the lobby of the Campus Center.

If you still want to do so, mailings to publicize events can be distributed to students and/or faculty/staff through the UMW Post Office. To do this, you must have the brochures stamped in SAE, and you must complete and submit to the UMW Post Office a “Distribution Request Form” at the time of mailing. These forms are available on the UMW Post Office website umw.edu/post. Please include organization name, phone number, and contact person. There is no charge for on-campus mailings.

**For off-campus mailings:**

To send mail using your student organization account, you must complete a “Mail Summary Report.” Get this form through the UMW Post Office. Please submit the mail summary report with your mailing. Drop your mailing in either the “outgoing mailbox” in SAE or deliver directly to the UMW Post Office. Outbound mail is collected at 3:30 p.m. each day and delivered to the U.S. Post Office. Mail deposited after 3:30 p.m. will be taken to the U.S. Post Office the following evening, except on Fridays, when it will be delivered to the U.S. Post Office Monday evening.

Packages may be taken directly to the UMW Post Office, or they may be left in SAE to be picked up by UMW Mail Services. If you choose to have your package(s) picked up in SAE, it must be placed with the regular outgoing mail to be picked up during the regularly scheduled mail run. The package should have a completed Mail Summary Report attached. There is a 70 lb. weight limit on outgoing mail packages.

The UMW Post Office suggests student organizations use the following format for efficient delivery:

Organization Name

Attn: (if applicable)

Student Activities

1301 College Avenue

Fredericksburg, VA 22401

The suggested format above will also help in receiving packages from UPS or FedEx, since they deliver directly to the departments. Thank you.

**Contact:**

**Post Office**

**(540) 654-1049**

# Publicity Resources

**Design Services**

Design Services is a complete professional design studio within the University and terrific resource for organizations that need help designing brochures or more elaborate publicity (like the placards for upcoming theater productions). Their creations range from the simplest one-color form to complex multi-color pieces. Programs, posters, brochures, business cards, invitations, newsletters, logos – you name it, they can do it! Whether you have a complete concept for your next project or just the spark of a great idea, contact them for a creative consultation.

Design Services can also help answer questions about using official university symbols such as the University Logo, Eagle, and Seal, as well as provide your recognized student organization with stationery.

Any publication that will be distributed off campus needs to go through The Office of University Publications, the parent office of Design Services and Editorial Services. Editorial Services must copy edit all publications that will be distributed off-campus, and Design Services must either design or approve the design. Contact the Office of University Publications at (540) 654-1055, or fax to (540) 654-1071.

Information about proper use of University graphics may be found in the University Style

Guide at http://advancement.umw.edu/universityrelations/design-services/publications-guidelines/. Please contact Design Services to schedule a creative consultation with the graphic designer!

**Contact:**

**Design Services**

**(540) 654-1932**

# Use of the University of Mary Washington Eagle

The University of Mary Washington Eagle is the official mascot of the school. While it is permissible to use the Eagle for your documents, it must be the official University Eagle, without exception. A high resolution digital file of the official Eagle is available from Design Services.

Any organization wishing to use the University Eagle must take a final draft to Design Services. Please allow at least one week for Design Services for review, revisions and/or approval of your document.

# Use of the University of Mary Washington Name, Logo, and Seal

Organizations wishing to create documents using the UMW name, logo, and seal for use off campus must follow the guidelines outlined in the Graphic Standards Manual

(http://advancement.umw.edu/universityrelations/design-services/publications-guidelines/). These guidelines require that the Primary

Logo (University of Mary Washington text accompanied by the column design) be used. A high resolution digital file of the logo is available from Design Services.

Any organization wishing to use the UMW name for publications that will be distributed off campus must take a final draft to Design Services and allow at least one week for Design Services for review, revision, and/or approval of your document.

The official University Seal is used in selected applications as determined exclusively by the President or a designated representative. Any organization wishing to use the Seal must submit its request for approval in writing to the Office of the President.

# Letterhead and Stationery

Recognized student organizations may request UMW letterhead and stationery with the organization’s name and contact information. Official UMW letterhead and stationery may not be copied in bulk by the Copy Center – it must be ordered through Design Services to be printed in Richmond by Virginia Correctional Enterprises. Follow these steps to receive your own letterhead:

1. Before you place an order, there must be enough funds in your budget to cover costs, and the expenditure must be approved by the Finance Committee.
2. Fill out a Design Services Work Request, available for download at <http://advancement.umw.edu/universityrelations/design-services/place-an-order/> under the heading “Place an Order,” or hand delivered to the Design Center. (Note: You will need to include your organization’s account number.) Requests should be submitted to Design Services (you will need your account number). If you have one, attach a current sample. A minimum order applies, though it is most cost-efficient to order in larger quantities.
3. Allow three weeks for delivery. Shipments will be delivered to SAE.

# Publicity Tips

**20 different ways to Advertise Not Using a Flyer**

1. Chalk on the sidewalk (no walls or buildings, no spray-chalk).
2. Helium Balloons with the program advertisement written on it or attached to the string.
3. Paper footprints leading to the event from campus walk.
4. Door hangers on the resident’s door knobs (with Res Life approval.)
5. Advertise on WMWC (the campus radio station).
6. Place the advertisements on gum, pencils, fruit, or some other kind of item.
7. Flat panel info screens in the Woodard Campus Center, Dome Room, and Recreational Center.
8. Sandwich boards on campus walk.
9. Table tents in the dining hall.
10. Buttons.
11. SAE weekly email.
12. Banners.
13. Speak at other club’s meetings.
14. T-shirts with info about the event bought in advance and worn by volunteers.
15. Facebook Events.
16. Paint the spirit rock.
17. Announcements before the start of other events.
18. Classroom dry-erase boards.
19. Dress up in costumes.
20. Word of Mouth.