

## PROMOTION AND PUBLICITY

### ***Included in this section:***

- ▶ Getting the Word Out (calendars, media, promotion materials)
- ▶ Do More! (publicity tips and ideas)
- ▶ Policy & Form

### ***Getting the Word Out***

Student Activities Calendar in Coates University Center is maintained by CCI and events are considered for posting on a first-come, first-served basis, so submitting as soon as possible is important. Student organizations are welcome to post flyers on the tack strips surrounding the calendar.

Student-run campus media. Before the *Trinitonian* newspaper, *Mirage* yearbook, and TigerTV can decide whether to promote or cover your organization's event or program, the editors and managers have to know what you're planning. Request for Coverage form is included in this handbook and available in CCI. Send copies to selected student media following deadlines on form.

Buying advertising in the *Trinitonian* is one way to be sure your message gets to the campus community. Contact [trinitonian-adv@trinity.edu](mailto:trinitonian-adv@trinity.edu) or 999-8555 for rates and to reserve ad space.

TigerTV offers free video messaging services to campus organizations. Go to Campus Life> (Student Resources) TigerTV.

Are you a member of TU LeaderTalk? It's quick 'n easy and one of the many opportunities CCI provides for you! This is a voluntary listserve of student leaders and members of student organizations. TU LeaderTalk allows you to communicate questions, plans, and have discussions with other students on whatever topics you choose. It's easy to join and easy to share your information and ideas – send an email to [subscribe-tuleadertalk@lyris.its.trinity.edu](mailto:subscribe-tuleadertalk@lyris.its.trinity.edu)

Community media. If the general public is invited to an event, consider contacting local television stations, local radio stations, the *Express-News* ([whatshap@mysanantonio.com](mailto:whatshap@mysanantonio.com)) or the *Current* ([sacalendar@sacurrent.com](mailto:sacalendar@sacurrent.com)). Be aware Trinity's jazz music station, KRTU, has a large off-campus listening audience. Send only announcements for the general public to KRTU.

LeeRoy is distributed by the Office of University Communications via e-mail Monday through Friday during the school year. *LeeRoy*'s electronic submission form is available at the Trinity Web site (News & Events> Daily News & Events), at Tiger's Lair (Trinity Forms> "Submit an Event to LeeRoy"), and by clicking on the link in any *LeeRoy* issue.

Banners and print promotions. Student organization members are welcome to use the banner-making supplies and computers in the Student Organization Resource Center, beneath the CCI Suite in the Coates University Center, West Wing.

A color banner printer is available in the Coates University Center office to student organizations for promotion and publicity. Documents should be created in standard 8.5x11 format and submitted as a PDF, PowerPoint, or Publisher document and e-mailed to [cucoffice@trinity.edu](mailto:cucoffice@trinity.edu) a minimum of three business days prior to the desired pick-up date. Limit two banners per event. So that banner printing remains a free service to student organizations, please be strategic with the use of color in your design.

Also, Digital Print & Press (DPP) located in the Information Commons of the library, provides

- Copies (B&W and Color)
- Cutting
- Oversize B&W / Color Prints
- Signs & Banners
- Mounting / Laminating

Charges to organization accounts will be reflected on the monthly budget report issued by the Trinity University Business Office. While cash, checks, and credit cards are not accepted by DPP, Tiger Bucks is an efficient way to pay for printing services. Organizations are expected to respect copyright laws.

Hang banners. Both Mabee railings and the second-floor railings (near the south entrance) in the Coates University Center are available. Also, groups may hang banners in the main lobby of Coates University Center with magnets that are available at the Information Desk. Student organizations are responsible for removing their outdated banners and for respecting community decency standards.

Campus Mailboxes & US Postal services: The Mail Center staff does not mass distribute flyers to student mailboxes. The staff can help with US Postal Service mailings. Hours during the academic year are 8 a.m.-5 p.m., M-F; 9 a.m.-1 p.m., Sat. With questions, call 999-7220 or go by the front window and ring the bell.

Be on TV. The Coates University Center is able to broadcast announcements on the television above the Information Desk. Design the event announcement as a PowerPoint slide and email it to [cuoffice@trinity.edu](mailto:cuoffice@trinity.edu), and it will be displayed through the date of the event. Information Desk announcements should be submitted three business days prior to the desired post date.

Napkin holders. A design template for promotion pieces that will fit in Dining Services napkin holders is on the computers in the Student Organization Resource Center. Visit with the location manager at Coates or Mabee to before putting pieces into the holders.

Bulletin boards and campus kiosks. See the University Posting and Promotions Policy in this handbook for more about using on-campus bulletin boards and kiosks. The kiosk at the bottom of Cardiac Hill is available to Trinity students for promotion and publicity.

## **DO MORE!**

While never overlooking conventional, predictable forms of publicity and promotion, rely on unexpected and innovative means of making things happen on campus. Want to stick signs in the ground? hang something from trees? what about a banner streaming from the Tower? Check with the director of CCI for special permission. Need ideas? TIGER Council is in the publicity business, and the staff in the CCI office knows a lot about promoting events in unique ways.

### **A few tips for successful advertising and public relations....**

Make the basics clear: **Who** is sponsoring the event? and **Who** is welcome? **What** is the event or program? **Where** will it happen? **When** will it happen? **Why** should people attend or participate? **How** can people find out more information?

Create **an identity** for your organization by using the same font family, consistent color schemes, buzz words, and similar layouts each time you make a poster, banner, or flyer.

**Direct mail** is a great way to reach a specific audience. Maintain a good mailing list.

Since recycling bins are usually just steps away from mailboxes, **grab your reader's attention quickly**; expect to hold it briefly.

"A picture is worth a thousand words" is a cliché for a reason.

**Request media coverage** of the event program by giving editors and producers plenty of info in advance.

## **Policy for Posting and Promotion on Campus**

*(Includes the display of flyers, posters, banners, leaflets and similar items in or on any part of the University campus, including but not limited to buildings, trees, parking lots, light posts, railings; also includes words or lettering displayed on campus grounds and facilities.)*

The purpose of campus posting policies is to provide for reasonable control over the appearance of the campus while allowing for the advertisement of events and the expression of ideas. The University is committed to providing a campus ambience that supports student efforts in and out of the classroom and to maintaining a campus condition that is neat, safe, orderly, and aesthetically pleasing.

### **I. Students, student organizations, academic and administrative departments**

- A. Posting, including the affixing of flyers, banners, and leaflets, is prohibited
  - on entry doors of all campus buildings
  - on all interior public access ways of academic and administrative buildings
  - on all exterior walls and other surfaces of campus buildings and structures
  - on outward-facing windows of administrative and academic buildings
  - on interior walls and other surfaces of public areas in all campus buildings
  - on fences, railings, light posts, trees, brick walls, works of art (including fountains), and other outdoor features or structures
  - on vehicles parked anywhere on campus or streets adjacent to the campus
- B. Posting of advertising and/or directional signs may be made on the day of an event at the site of an event with appropriate approvals from the director of Campus & Community Involvement or designee.
- C. For bulletin boards in academic and administrative buildings (including the Chapel), the academic or administrative department nearest a bulletin board governs posting policies.
- D. The Residential Life staff facilitates posting on residence halls bulletin boards. Deliver 95 copies to Residential Life in the Witt Center seven or more days in advance of the event. Residential Life will then post the items on the bulletin boards. Materials must advertise events for Trinity organizations or departments. Residential Life reserves the right to refuse posting of any materials.
- E. Chalking on campus pedestrian sidewalks and walkways is permissible on areas of the campus commonly known as the “lower campus” only (including stairs from lower campus to near the Coates University Center). Chalking is not permitted on structures or walls of any kind. Marker lettering and painted lettering, including spray paint, water-base paint, and shoe polish, are not permitted on any campus grounds or facilities.
- F. Students are urged to be considerate of the condition of the campus and the campus staff who are responsible for the condition of the campus. When in doubt, consult with staff in the Campus & Community Involvement office.
- G. Fliers of any size distributed in bulk fashion through campus mail are prohibited.
- H. From time to time, exceptions to campus posting policies may be granted a student organization by the director Campus & Community Involvement or designee.
- I. Event/program leaders are expected to remove advertising and promotion for events at the conclusion of the event.
- J. Students and student organizations that violate posting policies are subject to fines and other sanctions.

### **II. Commercial enterprises**

*(Includes companies and firms as well as the activities of student entrepreneurs)*

- A. Trinity University does not provide its facilities or locations (indoors or outdoors, including parking lots and vehicles in University parking lots) for the purpose of advertising events, services, programs, or any other aspects of commercial enterprises.
- B. Student organizations may not offer or transfer their advertising and promotion privileges to commercial enterprises.
- C. The exceptions to this policy are those approved arrangements for providers of vending services, Campus Dining Services, and the Bookstore. From time to time, certain other exceptions are approved for intercollegiate athletics and events sponsored by Conferences and Special Programs. The assistant director of Campus & Community Involvement must approve all other exceptions.

✦ *Make Events Happen* ✦

**Campus & Community Involvement**  
**Request for Media Coverage**

After completing the reservation process via T-SPACE, event planners may seek advance notice for and/or coverage of an event by contacting University publications and broadcast outlets. The more information editors and producers have, the better they can make decisions about what they will cover. The deadline for campus media is generally two weeks prior to an event. Send a copy of this form to TigerTV through campus mail. Send a copy to the *Trinitonian* through campus mail or hand deliver it to the CCI suite in the west wing of Coates University Center during regular business hours. See [trinity.edu>news & events](http://trinity.edu/news&events)> LeeRoy, for LeeRoy submission information.

EVENT: \_\_\_\_\_

TIME: \_\_\_\_\_

DAY(S) & DATE(S): \_\_\_\_\_

LOCATION: \_\_\_\_\_

SPONSORING ORGANIZATION: \_\_\_\_\_

CONTACT PERSON & INFORMATION: \_\_\_\_\_

THIS EVENT IS:    New                      Annual                      One time

Open to public    Open to Trinity community only    Open to members only

ADMISSION/COST(S): \_\_\_\_\_

RESERVATIONS NECESSARY?  
HOW? \_\_\_\_\_

BRIEF DESCRIPTION OF EVENT:  
\_\_\_\_\_  
\_\_\_\_\_

Be aware KRTU has a large off-campus listening audience. Send a copy of this form to KRTU through campus mail only if the event has been approved for the general public. For open events, also consider sending information to the *Express-News* ([whatshap@mysanantonio.com](mailto:whatshap@mysanantonio.com) or [www.mysanantonio.com](http://www.mysanantonio.com)); the *Current* ([sacalendar@sacurrent.com](mailto:sacalendar@sacurrent.com) or [www.sacurrent.com](http://www.sacurrent.com)); WOAI radio ([www.woai.com](http://www.woai.com)); and KISS radio ([www.kissrocks.com](http://www.kissrocks.com)).

