

# 23 Publicity

Publicity is a developed program of communication intended to promote the interest and participation of individuals. As a process, it informs, sells, educates, clarifies, exposes, excites, and involves. It serves as the vital link between a planned program and program response. Depending on the quality of the program, publicity can be one of the prime determinants of the success or failure of the program.

Getting the word out is a major part of the program planning process. Hastily prepared, ill-timed publicity can be as ineffective as a program planned in the same manner. Promotional techniques will evoke a psychological response before the reactor even thinks about the message being communicated. The best publicity is that which is bold, has a clear purpose and states fairly quickly what the program is. A flyer or poster that is scruffy-looking, unpleasing to the eye, poorly designed, or badly printed may be a detriment to the program rather than an aid. The character of the publicity - whatever it may be - reflects the quality of the upcoming program in the eyes of the person reading or hearing the publicity.

**23.1 Bulletin Boards** Postings by recognized student organizations may be placed on all bulletin boards throughout the campus (unless otherwise noted on board). All postings must be approved and stamped by the Information Desk at the University Center. The stamp will say, "Approved for Campus Posting" and will display the expiration date. For the most part, it is the organization's responsibility to hang their own postings and take them down after the advertised event. Failure to do so may result in the termination of bulletin board privileges. The UCSA staff will take care of hanging and removing posters INSIDE the UC only.

## 23.1.1 General Regulations

1. No postings are allowed on the outside of buildings.
2. Be respectful of other RSOs and do not remove or deface other RSO postings.
3. Do not post signs over other postings.
4. Use thumbtacks, not staples.
5. Do not use duct tape when posting.
6. No postings will be allowed on any trashcans, windows, doors or walls on any building on campus.
7. Each academic department will have a designated bulletin board for postings.
8. All postings for an event (meeting, speaker, etc) must have a date, location, time, and name of sponsoring group with a contact number, email address or office location.
9. All posters/fliers for an event must contain the following statement: "If you need a special accommodation to fully participate in this program/event, please contact (name and host department) at (phone number/voice and/or email). Please allow sufficient time to arrange the accommodation."
10. Posters/fliers can not contain references to alcohol, tobacco, or illicit drugs, or to any event, activity, program, or sponsor whose purpose or activity is the sale, use, or promotion of alcohol, tobacco or other drugs.
11. Posters/fliers can not contain profanity.
12. Postings for non-events (selling books/car, looking for roommate, etc) must have a date of posting on the flier.

13. Special university events will be reviewed on an individual basis to assist in promoting the event.
14. Some bulletin boards are divided into two sections: Student Organizations and General. All student organization postings should go in the Student Organization section, and all other postings (general, department, commercial, etc.) should go in the General section.
15. Flyers may not be placed on vehicles in any University parking area.
16. Any questions pertaining to posting can be directed to the Information Desk in the University Center.
17. Student Activities is not responsible for items that get torn down, removed prematurely, or that are defaced.

### **23.1.2 Recognized Student Organization Postings**

Postings by recognized student organizations may be placed on all bulletin boards throughout the campus (unless otherwise noted on board). All postings must be approved and stamped by the University Center Information Desk. It is the organization's responsibility to hang their own postings and take them down after the advertised event. Failure to do so may result in the termination of bulletin board privileges.

### **23.1.3 Personal Student Postings**

Personal student postings must be approved and stamped by UC Information Desk and may be placed on all bulletin boards throughout the campus (unless otherwise noted on bulletin board). Personal student postings include flyers advertising personal items for sale, recitals, roommate requests, etc. Postings regarding student-run businesses, bands playing at local clubs, etc., are not considered student postings and must follow the commercial posting regulations.

### **23.1.4 Departmental Postings**

Departmental postings may be placed in designated departmental bulletin boards as well as all bulletin boards across campus. If general bulletin boards are used, they must be stamped by the UC Information Desk.

### **23.1.5 Commercial Postings/Non-University Related Postings**

All external postings must be reviewed and approved by Student Activities, 825-5282, located in the University Center 215. Approved postings may be placed on all bulletin boards throughout the campus (unless otherwise noted on bulletin board).

## **23.2 Campus Mail Guidelines**

Student organizations may send flyers to student, faculty and staff through on-campus mail. By abiding by the following guidelines, you will ensure that your material is distributed in a timely manner.

1. All pieces must be taken to the *78412 Post Office* at least 48 hours in advance of when you want them distributed.
2. Each piece must state whom it is for: faculty, staff, student or a combination (i.e., faculty and staff). The addressee must be stated on the back of the flyer.
3. If pieces are going to students, each one must be stamped by Student Activities. For convenience, you may have your original stamped first, and then make copies.
4. Mail Services will not accept mailers without at least a sample stamped and approved by Student Activities. The approved sample will be stamped with, "Approved for Campus Mail."

5. Size limits: smallest is 3 ½ x 5 and largest is 8 ½ by 14 (must be tri-fold or uadra-fold).
6. Number of mailboxes: 300 faculty, 650 staff and 1380 students.
7. Only recognized student organizations and University Departments may send information through campus mail. No off campus entities can utilize campus mail services.

### **23.3 Campus-Wide Monitor System**

Students, faculty, and staff are eligible to post information concerning upcoming events on the monitor system. To post an announcement on the monitor, students, faculty and staff must meet the listed criteria and complete the proper form (See Appendix) and return to Student Activities, University Center 215.

#### *Criteria for Announcements on Monitor System*

1. Only students, faculty and staff of Texas A&M University-Corpus Christi may post an announcement regarding a campus event or activity on the monitor system.
2. The sponsoring person or organization must have completed the announcement request by 9 a.m. on Mondays and Thursdays.
3. Announcements on the monitor system will run an average of five days and a maximum of seven days.
4. Proposed announcements should announce upcoming events, schedule changes or deadlines that are important to the entire campus.
5. The Campus-Wide Monitor Committee reserves the right to reject messages that it believes would be inappropriate for the campus.
6. No commercial advertisements are allowed.
7. In the event of excessive volume of monitor announcements, requests will be honored on a first come-first serve basis.

### **23.4 Chalking on Campus**

RSOs can not chalk any vertical surfaces or campus art work. RSOs can not use liquid chalk (or sidewalk paint) and can not chalk any horizontal surface that is not exposed to rain or the sprinkler systems.

### **23.5 Publicity Considerations**

1. Target Audience: Who is the program and publicity for?
2. Timing: When should publicity be released? Should it all go out at once or certain kinds at special times? What are the time considerations for poster and flyer designing and printing?
3. Information: How much information is needed? How little? Is the information perfectly clear? Accurate? What, where, when (date and time), for who, why?
4. Coordination: Who will be responsible for doing what and when?
5. Anticipated Response: Is printed material graphically strong enough to attract attention? Will it stick in people's minds?

The most effective approach to publicizing a program is through a variety of methods that will compliment each other. These methods would include very straight, readable forms; interesting, eye-catching forms; and a fresh, new, creative approach. These may exist in the way of graphics, displays, live exhibitions, and objects not usually used for publicity, but related in some way to the program.

Enthusiasm and interest are much more easily generated if a creative approach to publicity is used. Unique, fresh, and clever methods of promotion are usually more fun, will rally more support, and if done in a sophisticated manner, will sell almost any program.

### **23.6 Using Texas A&M University - Corpus Christi Registered Marks**

The Office of University Services oversees the commercial use of all University Registered Marks. This includes the "big wave" (colorful one that looks like a tidal wave), the "small wave" (3 blue wave lines), and Izzy the Islander. Student Organizations may use the University registered marks with prior approval of University Services. Please submit artwork to University Services via email or through Campus Mail 7-10 days before going to print. Vulgar, obscene or inappropriate use of registered marks is strictly forbidden. Contact the University's Licensing Department at (361) 825-5710 or email at [university.services@mail.tamucc.edu](mailto:university.services@mail.tamucc.edu). Please refer to the website at: <http://universityservices.tamucc.edu/licensing.html> for a listing of all Texas A&M University-Corpus Christi registered marks.

### **23.7 Promotional Ideas**

- Advertisements - in local newspaper, in *Island Waves*
- Alumni newsletter/magazine
- Announcements - read in class, of upcoming events made before other programs, printed on Student Government or other meeting agendas
- Banners - hanging in the UC (reserve space from UC Information Desk)
- Bookmarks
- Brochures
- Bulletin boards - see section on University Bulletin Boards on pp26-27.
- Bumper stickers
- Business cards
- Buttons
- Cafeteria tray liners
- Calendars
- Campus announcements section of the *Island Waves*
- Candy with flyers attached
- Carnival booth game
- Chalk ads on sidewalk
- Direct mail to former patrons, to freshmen, to commuters, to high schools, to day care centers and elementary principals for children's events
- Displays on marquee
- Distribute free popcorn and flyers for program event
- Electronic message boards
- Flyers - in orientation packets, in bookstore bags, in weight room and on gym lockers
- Footprints leading to an event
- Free samples with promo
- Friends! (word of mouth)
- Giveaways at event - free food, door prizes
- Hand out flyers
- Hang posters
- Helium balloons
- Imprinted - book covers, cups, mugs, Frisbees or balls to throw into crowd, pencils, highlighters, pens
- Letters through campus mail to faculty and staff
- Letters to student organizations
- Mailbox stuffing
- Message on chalkboards of classrooms, attached to candy, masks or other things, on email

- Miramar Maze
- Mobiles
- Neon signs with logo
- Odd-shaped posters
- Pennants
- Person walking around campus in costume and/or with sandwich board
- Postcard invitations
- Press releases (about several aspects of the event)
- Road signs: posters shaped like traffic signs (stop for this event, yield to your urge to go)
- School's calendar of events
- Solicitation table - in UC, CI, Miramar, CA, CS
- Stickers
- T-shirts
- Table tents in UC, at events promoting next event.