

KSU

Department of Student Life's

Publicity Planning Packet



A guide for KSU student organizations who need publicity

Be creative. Start early.

The first step in any project is developing a plan. For some students, that's a four-letter word. But it is the key to success. And before you move on to publicity, make sure you've handled the other two 'Ps' – place and pennies. You need to publicize the event's location, so the first step is to reserve space by submitting the online Activity Request Form (www.kennesaw.edu/student_life). Also, events and publicity take lots of pennies. Be sure of your budget before you begin by contacting Student Life (770.423.6280) or solicit funds from SABAC (www.kennesaw.edu/sses).

RANDOM IDEAS

- Ask KSU Housing if you can send a **letter** to the RAs in the residence halls
 - **Speak** to other campus groups to personally invite them
 - Put **door knob hangers** on campus doors
- Ask Student Life to create **banner** and hang it in the student center
 - Create a **Web site** and get it hosted free on the club server, "clubs.kennesaw.edu"
- **Meet** with faculty and staff to get them to announce it to their **classes**
 - **KSU's Student Media** is more than just The Sentinel. Use all of the media groups.
 - See the '**Out of the box**' section of this packet for 45 more ideas.

BRAINSTORM

Begin by brainstorming. Think outside the box of what you've done before. Define your target audience (sophomores, fraternity members, off-campus students, sci-fi fans, vegetarians, etc.). Then brainstorm ways to reach those groups effectively. For example, if you're trying to reach a group of photographers for a workshop, consider taking photos of your banner and leaving them around campus, and be sure to hit the Art building. Don't waste a lot of time thinking of ways to encourage people outside your target group from coming.

NARROW DOWN LIST OF IDEAS

From your infinite list of ideas - "if we had all the money and all the time in the world, here's what we'd do" - bring reality back into the picture. What resources do you have in terms of money, time and staffing? You can have all the best ideas in the world but without the people to execute those ideas they cannot be effective.

PRIORITIZE

After you have decided which ideas are going to be effective and efficient given your limited resources, prioritize them. Which one will be the most effective? Which one should you do first? Which one will be effective at the last minute? Keep careful track of deadlines. It's pointless to put up posters around campus a month in advance unless you're just trying to increase awareness. Or to host an event and then find that The Sentinel has finished publishing. A timeline will help you keep track of all these decisions without any last-minute panic.

EXECUTE

With a plan in place, execute it. Make sure people know what their specific responsibilities are. And give everyone small deadlines for copy or design or distribution so they can meet the big deadline while still attending class and working at their jobs.

EVALUATE

At various stages and after the event is complete, evaluate the project and each of the steps. Ask participants to evaluate the project. Your field comments and participation evaluations will provide positive feedback and prevent the same mistakes from happening in the future.

Reaching the Public

There are basically three different ways you can reach the public through the mass media and get publicity for your group or event, arranged in descending order of the control you have.

1. Buy advertising space.
2. Write a guest column or editorial - commentary.
3. Submit a press release to get news/feature coverage.

ADVERTISING

If your group purchases an advertisement, you can pretty much guarantee it'll run and that you'll get some exposure. You may not get the best placement – which is why you should run the ad more than once - but you will get exposure.

Of course, the problem with advertising is that it costs money. While The Sentinel and other student media give a discount for campus groups, it's still not free. That means you need to figure out how best to maximize your investment. Some groups have found that merely running a small ad with the name of their group and a URL - but running it every issue - can be effective. Other groups take out a full page ad or do inserts on the day of their big event. Advertising works in conjunction with other forms of publicity, not alone.

Appoint one person to be in charge of print advertising. Develop a design scheme for all of your print media so members of your target audience will begin to identify a certain “look” with your organization and event. Coca-cola and McDonald's have done this very effectively with their logos. Think about including visuals such as photos of your keynote speaker or action photos of your group at work. Visuals attract readers. So do color and creative use of type and white space.

You can't cram everything you need to tell people in a 2-col. x 3-inch hole. That's the size of a business card. But you can put your logo, the name of your event, a date and a URL in that amount of space. Brainstorm with your group to see which is more effective, smaller ads run more often or larger, more informative ads strategically timed.

The Sentinel's advertising staff will help you design an ad if you don't have access to the appropriate computer equipment or a designer. That's what you are paying for, so keep it simple. And don't forget your group's semesterly free ad – more information is at ksumedia.com.

If you do have the appropriate staff and equipment, work with the advertising department to make sure you can submit the ad in a format they can read. Adobe PDF files have become the standard and most, if not all, publications take ads in PDF format via e-mail now (including The Sentinel). For Online banner ads, GIF and JPEG formats are preferred. For OWL Radio, wav or MP3 files, but they'll read it themselves if you provide the copy.

“If you make a product good enough, even though you live in the depths of the forest the public will make a path to your door, says the philosopher. But if you want the public in sufficient numbers, you would better construct a highway.”

- William Randolph Hearst

BUYING ADS

Advertising is sold by the column inch. Most broadsheet newspapers divide their page into six equal columns for advertising. An ad can be one, two, three, four, five or six columns wide. And it can be any number of inches tall.

For example, a classic size ad would be a 2-column by 8-inch. Since advertising is sold by the column inch, multiply to get 16 column inches. If advertising in your paper costs \$7/col. inch, the cost for this ad would be (\$7 * 16 col. in =) \$102.

Often papers give volume discounts. For example, if you buy more than 20 column inches, they might give you a 5 percent discount. That discount may apply only to one ad or may apply to a series of ads purchased at one time.

Don't forget to add costs for color, photographs and design work if you're not providing the advertisement ready to run - “camera ready.”

STUDENT LIFE TIP #1

Almost everything surrounding your event begins with the Activity Request Form: www.kennesaw.edu/student_life/forms/ActivityRequest.html

“ If you think advertising doesn't work, consider the millions of Americans that now think yogurt tastes good.
- Joe L. Whitley

JAZZ CONCERT SEPTEMBER 14 • STUDENT CENTER

KSU OWL RADIO AND THE KSU SCHOOL OF ART WILL PRESENT A CONCERT NEXT TUESDAY IN THE STUDENT CENTER, UNIV. ROOMS A-E. MUSIC WILL INCLUDE SMOOTH AND FREE FORM JAZZ AND WILL ALSO BE BROADCAST LIVE AT KSURADIO.COM.

FOR MORE INFORMATION CALL 770-555-3083.

This ad falls under the category of who cares? What's going to make me look at the ad, especially if it's buried on a page with a dozen or more ads. There's no center of visual interest to pull the reader in. And there's too much needless information in an unreadable format – all caps.

Jazz Concert

September 14
Student Center Univ. Rooms

Jazz legends & their favorites

Courtesy of KSU OWL Radio
and the KSU School of Art
Information
call 770-555-3083

Better. At least now we have some typographic variety (don't go overboard!) and a center of visual interest. The choice of fonts will help establish an identity when repeated on all publicity. White space helps draw attention to the ad.



Jazz: In Concert

September 14 at 7 pm
Student Center Univ. Rooms

Jazz legends & their favorites

FREE

Courtesy of KSU OWL Radio
and the KSU School of Art
Information
call 770-555-3083

A picture is worth a thousand words. And it's much more likely to pull reader into ad. Note the addition of more detailed information.

These ads are similar in size to the free one The Sentinel will give you. Go to ksumedia.com for complete info.

Unlike advertising, editorial coverage is free. But unlike advertising, its not guaranteed. Getting a newspaper, including your campus newspaper, to cover an event takes some work. With The Sentinel, be sure to talk with the student editors and not the adviser. Press releases are the best way to work with most news outlets.

For tips on getting The Sentinel to cover your event, go to www.kennesaw.edu/student_life/mediapromote.shtml.

Press Releases

A SAMPLE FOR THE KSU SENTINEL

Contact:

Contact name, title, phone and e-mail

Today's Date

Headline should be short; ideally it is not more than 170 characters and does not take a period

KENNESAW – The summary paragraph is a synopsis of the press release in regular sentence form. It doesn't merely repeat the headline or opening paragraph. It just tells the story in a different way.

The first paragraph know as the "lead" contains the most important information. You need to grab your reader's attention here. And you can't assume that they have read the headline or summary paragraph; the lead should stand on its own.

A press release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

"You should include a quote for that human touch," said Gary Sims, CEO of the Free Press Release Center. "And you should use the last paragraph to restate and summarize the key points."

This is example press release template for use by those interested in coverage by KSU Student Media. Avoid clichés excessive adjectives, flowery language, and subjectivity as much as possible. The last paragraph can also include details on your organization, event, services, etc.

The Sentinel prefers to have news releases emailed, not faxed or mailed. Submit your release online at ksusentinel.com or email sentinel@ksumedia.com. We appreciate photos as well – please identify those pictured and provide other info if possible as well.

-30-

ABOUT YOUR ORGANIZATION

Include a short backgrounder about the group or the person who is newsworthy.

TIPS

On writing press releases and public service announcements:

1. Edit. Edit. Edit.
2. Avoid adjectives, **subjective comments**, and editorializing - they don't belong in news.
3. **Include contact information** (phone number, e-mail address, etc.)

4. **Answer the important questions:**
 - *Who is involved?*
 - *Who should come?*
 - *What is the event?*
 - *When is it being held?*
 - *Where is it being held?*
 - *Why should people participate?*
 - *How can they participate?*

5. **Don't write "For Immediate Release"** at the top. That's obvious. Do write "For Release On <DATE>" if the material should not be released before a certain time (such as election results).

6. Also consider **Public Service Announcements, or PSAs**. They are for broadcast media and VERY brief. You can do one for **KSU OWL Radio** online at ksuradio.com

Flyers

“On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.”
– David Ogilvy

Flyers can be expensive, four-color jobs full of photographs and special effects. They can cost a lot of money. Or they can be produced on a desktop publishing system, photocopied and distributed in mass quantities for pennies. Still, a few basic principles apply.

The first kind of flyer is the eye-catching “**quick glance**” flyer designed to be distributed by volunteers to students walking to class or passed out at large meetings. These flyers are generally half of a letter-sized page (5 1/2” x 8 1/2”) and contain just the basic information - who, what, when, where and why should I care. The objective of this kind of flyer is to grab the students’ attention. Hook them. Then provide them a place to go for more information.

The second kind of flyer is an in-depth flyer, maybe a letter-size piece of paper folded in thirds or folded in half. Or it may be several sheets of paper stapled together in booklet form. These need not be more expensive, but they do contain a lot more information than the casual observer will want.

As with other projects, spend time writing the content and discussing the potential for visuals. Use the design motif (fonts, graphics, logos) that you developed during the initial brainstorming process to ensure a project identity and consistency.

CONSIDERATIONS:

- 1. Color of paper.** Campuses are saturated with flyers. Make your flyer stand out. Develop a color scheme that fits the project.
- 2. Color of ink.** Four-color photocopying has come down in price and may be an option. But black-and-white flyers can be just as effective when well designed.
- 3. Printing method.** Photocopying is not always the cheapest option. Printing may prove to be cheaper, especially for longer press runs. And the quality is generally better, especially when printed from a disk file and not a laser print.
- 4. Distribution.** Leaving flyers on a table for people to pick up sometimes increases awareness, but seldom saturates a market. Standing in high-traffic areas to hand out flyers increases awareness but wastes a lot of resources - time and money. Arrange distribution during peak hours when you can hit a lot of people in your target audience at once. Flyers may be posted on any bulletin board on campus not designated for use by a department or organization – not cars or utility poles. For complete KSU Publicity Policy and Guidelines, see the end of this packet or section XII in the KSU Student Handbook & Daily Planner.
- 5. Mail** a copy of the flyer to your local media contacts and to specific people who might be interested or who just need to know what’s going on. Don’t forget KSU OWL Radio. Consider having your flyer **inserted** in The Sentinel.
6. Make sure every single flyer includes your organization’s name and **contact** information.
- 7. Information overload.** 60% of KSU students say they seldom or never look at bulletin boards. Make sure that flyers are only part of your overall campaign.

STUDENT LIFE TIP #2

A quick overview of all the resources available to you is at www.kennesaw.edu/student_life/serviceoverview.shtml

Posters & Banners

POSTERS:

A poster should be a quick read. Students glance at them on their way to class or down a hallway. Have a visual that can help members of the target audience know this is directed at them - that also continues the development of the project's identity.

BANNERS:

Banners may be displayed from the balcony overlooking the main dining room in the Student Center, the Student Center addition balconies, and from the balcony walls in the Burruss Building. Banners may only be displayed by Registered Student Organizations or departments at KSU, not by individuals or outside agencies. The Student Life Department has a Banner machine.

CONSIDERATIONS:

- 1. Size.** While letter-sized posters are easy to make, they're not the most effective because they're not easy to see from a distance. 11"x17" posters are much more effective and can still be photocopied on card-stock paper. Maximum banner size is 8 feet by 9 feet.
- 2. Color of paper.** Campuses are saturated with posters. Make your poster stand out. Develop a color scheme that fits the project and even matches the flyers.
- 3. Color of ink.** Four-color photocopying has come down in price and may be an option. But black-and-white posters can be just as effective when well designed.
- 4. Printing method.** Photocopying is not always the cheapest option. Printing may prove to be cheaper, especially for longer press runs. And the quality is generally better, especially when printed from a disk file and not a laser print. The Student Life Department has a Banner Printing machine; contact them for complete information. Banner instructions are included at the end of this packet.
- 5. Distribution.** Don't put all your posters up four weeks in advance. Put some in key locations early. Then replace them with new - and maybe updated with current information - posters as the event draws closer. Banners may be displayed for two weeks. Because of limited space, organizations may only display two banners at a time per building. Organizations are encouraged to remove their own banners after the event is over; Student Life staff will discard banners displayed in the Student Center after the two week period. Banners must include specific information (event, time, place, date, and sponsoring group).

POSTING POLICIES

Flyers may be posted on any bulletin board on campus not designated for use by a department.

Flyers and/or table tents may be placed on the tables in the main dining room.

Flyers are not permitted to be placed on cars in the parking lots.

The sponsoring organization is responsible for removal of notices.

The name of the organization must appear on the publicity.

RSOs may request banners through Student Life.

RSOs are allowed use of the Kennesaw State University name and logo to identify institutional affiliation. The official use of the name and logo is only allowed through prior authorization and approval from the Office of University Relations.

This list is abbreviated. For complete KSU Publicity Policies, see the end of this packet or section XII in the KSU Student Handbook & Daily Planner.

Financial support

Most student groups are not lucky enough to get all of their support from student fees. Each registered student organization receives \$350 (Contact Student Life for complete information), but that may not be enough. There are alternatives for funding - just be creative.

CONSIDERATIONS:

“Lack of money is no obstacle. Lack of an idea is an obstacle.”
– Ken Hakuta

1. Alumni. Think back to your target audience. Find alumni who used to be members of that target audience when they were students and see if they'll make donations. Set up a foundation or non-profit organization for them to donate to - tax free.

2. Co-sponsors. During the brainstorming stage, think of other organizations that might be willing to co-sponsor a project or event. What will they get out of it? Make them realize how working with you can help their organization or business. KAB is KSU's main programming body, but we do have over 200 other organizations – so collaborate.

3. Donations. When you hold an event, ask for money. Don't beg, but don't be ashamed to admit you need money to operate. Some organizations don't charge admission for their events but take donations. When the events are targeted at non-college students, this can be more “profitable” than charging admission. Donations don't have to be for money. Swap co-sponsorship for a donated meal or hotel arrangements for the guest speaker. OWL Radio, for example, is always looking for donations to use as giveaways.

4. Student fees. KSU Registered Student Organizations (granted status as an organization at KSU by SABAC) have the right to apply for funds, request campus space and rooms for organization business, advertise, utilize mailboxes, and apply for a cubicle. Each active RSO has access to \$350.00 per academic year. Contact Student Life for information on accessing this funding.

Additionally, The KSU Student Activity and Budget Advisory Committee (SABAC) manages your student activity fees and a certain amount of discretionary money that they can spend each year that isn't allocated the previous year.

Student organizations may make a formal request for these funds for their events. Requests must be made of the applicable SABAC form by noon on Wednesday one week prior to the SABAC meeting. Use the Request Forms at <http://www.kennesaw.edu/sses/sabac.shtml>

Return completed form to Brenda Arthur, SABAC Secretary, in Kennesaw Hall, Room #4415 by agenda deadline. Call 770-423-6310 for information.

If SABAC approves funding, make an appointment with Margie Drivick in the Student Life department, Student Center, Room #274 (phone 770-423-6015) to access funds.

Visit www.kennesaw.edu/sses/sabac.shtml for complete information.

STUDENT LIFE TIP #3

A listing of all KSU student groups is at www.kennesaw.edu/student_life/grouplist.shtml



Get online

Even the most technologically backwards universities today rely on technology. Distance education, e-mail assignments from professors and online exams are a reality. Take advantage of the infrastructure the university provides to contact members of your target audience.

CONSIDERATIONS:

1. Web site. The power of the press belongs to those people who own one. And with the Web, anyone can own access to the public. Once up on the Web, millions of people can learn about your event or follow your cause. Creating a Web site, even with just basic information, is almost not an option any more. They can be updated quickly. And instead of publicizing your phone number, e-mail address and snail-mail address, you can keep it simple with an active URL.

The real key with a Web site is keeping it updated. Change something on the Home page at least every two weeks. Add a new photo. Maybe randomly rotate photos. (It's easy to write scripts that do that automatically.) Put new news, press releases, contact information, historical information and maybe even how people can financially support your organization.

Don't let a Web site stay online with old information. It's better to have nothing.

2. KSU Web policy. Student and Student Group Web pages are considered 'Unofficial "Courtesy" University Pages' by University policy. It's a good idea to be aware of KSU's web policies, available at <http://www.kennesaw.edu/infosec/issp.html#www>

3. The Kennesaw State University Clubs Portal. The new KSU Clubs Portal (clubs.kennesaw.edu) is the student-run Web portal for Kennesaw State student activities and Registered Student Organizations. This portal will offer visitors (your potential members and audience) a comprehensive student group directory. Every KSU student group is welcome and encouraged to be listed on the directory. This "one-stop" online catalogue will give visitors immediate information about your group and activities. To have your student group added to the directory, complete the KSU Clubs Portal Form.

Your group will be part of a comprehensive student group directory and sharing of information across clubs. You also receive free hosting for your organization. You get virtually unlimited bandwidth and disk space, more freedom, and a lot of bells and whistles, such as the ability to use databases. The Portal is maintained by and a service of the KSU New Media Group, a student organization which provides experience in multi-media activities.

You may move your site over to the Club server or start fresh. If web design is a bit more than you can handle right now, you may also choose from free Student Group Templates in HTML, Joomla, Moveable Type, or WordPress (Drupal and other programs are also available).

For an additional fee, the New Media Group will also update your site to meet specific needs (up to 15 pages), create a custom template, design a logo for your club, or update your site on a regular basis. All money collected from fees and any online advertising goes back to KSU students and supports the KSU Clubs Portal.

For complete information about the KSU Clubs Portal (clubs.kennesaw.edu) and to sign up, visit www.ksuclubs.com.

STUDENT LIFE TIP #4

Paperwork: All necessary forms are available at www.kennesaw.edu/student_life/forms.shtml

“Websites! Websites! Websites!”
– Amy Storey,
Sentinel Editor in Chief, 2006-2007

Think outside the box

There are probably few publicity gimmicks that haven't been tried before. But to be successful, they must be unique to the target audience.

No matter that you do - from purchasing advertising to holding a press conference - remember that everything is a reflection of your professionalism and your group's willingness to be successful. Look, act and feel professional in every aspect of your publicity campaign.

“Three humble shoemakers brainstorming will make a great statesman.”
– Chinese Proverb

45 CREATIVE PUBLICITY IDEAS & TIPS (Don't say we never gave you anything):

1. In your advertising, create a twist with a popular or current movie, event or theme.
2. Keep your business cards with you - hand them out at every opportunity.
3. Require all your staff to hand out or post fliers.
4. Advertise through your voice mail message.
5. Create placemats for dining halls.
6. Don't overlook classified ads.
7. Use your car to advertise.
8. Offer a free item just for responding to your advertisement.
9. Sponsor a highway.
10. Volunteer other services - give directions, wrap gifts, help students move in.
11. Use all your events to announce future events.
12. Advertise on shopping carts where your audience shops.
13. Celebrate your organization's birthday.
14. Send electronic greeting cards.
15. Keep your Web page updated.
16. Put your organization's name, phone, email, and URL on everything you distribute.
17. Offer fun, function, interactivity and/or utility at your Web site.
18. Capture the email addresses of your audience or potential members. Send out E-newsletters.
19. Reward repeat attendees at your meetings or events.
20. Support your fellow organizations. Attend their meetings and events.
21. Find out what similar organizations are doing at other institutions.
22. Be sure to evaluate your events afterwards.
23. Create consistency, stability, branding. Don't change your name or logo too often.
24. Does your group's name explain what it is? Avoid trendy names that don't define, or acronyms.
25. Exploit the talents and expertise of your members if you can.
26. Use both sides of your business card.
27. If a student raves about your event or service, ask them to write a letter to The Sentinel.
28. Create foot traffic to your events with signs, music, entertainment, outside or near the location.

“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.”
– Stuart Henderson Britt

29. Sponsor a little league team.

30. Seize the opportunity to tie in your RSO or events to a popular fad or current pop culture.

31. Develop a “frequent flyer program” for your events or services.

32. Never pass up an opportunity to increase the visibility of your group.

33. Buttons. Getting people to wear a button or lapel pin with your logo and slogan on it is a form of free advertising. Consider stickers. Pass out stickers that say “I’m going to (event).”

34. Table Tents.

35. If the event is to attract attendees **beyond the KSU campus**, other good places to post signs and flyers are the windows of and inside local stores, especially those near campus. Also consider community bulletin boards in supermarkets, churches and synagogues, building lobbies, gyms, the YMCA, and recreation centers.

36. Write information regarding the event on corners of all **classroom chalkboards**.

37. Produce a **radio commercial** for your event. Enlist the assistance of the drama club or tap your more creative members. Produce a 15 or 30-second spot in wav or mp3 to be submitted to KSU OWL Radio and local radio stations.

38. **Collaborate**. Smaller organizations may not have the member resources to put together a large school-wide event during the year, and they may jump at the chance to add their name to a list of cocurricular sponsors.

39. **Costuming** is great for the personal outreach method.

41. **Place a mannequin** holding a sign advertising events. Dress up the mannequin in various outfits, changing them frequently. Be sure to get permission for the location.

42. **Get wacky**. Wear “**sandwich boards**” (two posters tied together at the top and worn over shoulders). Place **messages in bottles**. Have members wear “Event Tonight” **T-shirts**.

43. Use the web - online chats, Facebook, MySpace, YouTube, text messaging.

44. **Press conferences**. A press conference requires a lot of planning. Assign a public relations person to work with campus and local news outlets. Limit your time for the entire press conference. Even the president’s press briefings are limited. Thirty minutes is more than enough and a 10-minute press conference is even better.

45. **Rallies and demonstrations**. KSU, like most universities, encourages dialog and discussion on all issues of relevance to the university community. KSU has the responsibility to maintain an orderly campus so that students, faculty and staff may engage in study, research and administrative functions. Sometimes those two goals are at odds. To strike a balance, KSU has a designated area to facilitate the free and open interchange of ideas. Complete information is included with the **KSU Freedom of Assembly & Expression form** at www.kennesaw.edu/student_life/forms/expression.html

The bottom line: Have fun exploiting your event. If you are having fun, so will attendees.

“ Create a short 2-3 minute video that you can post on YouTube. Your members will love sharing it with their friends by email and on facebook. If you don’t have a Mac, visit the MDG Lab on the 4th floor of the Library.”
- Dan Boles,
Presbyterian
Campus Minister,
CELTIC CROSS
- KSU

STUDENT LIFE TIP #5

The Sentinel, OWL Radio, and other campus media organizations have much information and resources in one place. Bookmark www.ksumedia.com



KSU Publicity Policy & Guidelines

“ If you think advertising doesn't work, consider the millions of Americans that now think yogurt tastes good.
- Joe L. Whitley

1. Flyers may be posted on any bulletin board on campus not designated for use by a department or organization. The sponsoring organization is responsible for removal of flyers. Flyers placed anywhere else on campus are subject to removal. Because of a potential safety hazard, flyers should not be placed on glass doors and are subject to removal. Flyers and/or table tents may be placed on the tables in the main dining room; however, please be aware there is no guarantee that they will remain on the tables for any specific period of time. Flyers are not permitted to be placed on cars in the parking lots. The sponsoring organization is responsible for removal of notices placed around campus after the event has occurred. The name of the organization must appear on the publicity.

2. Banners may be displayed from the balcony overlooking the main dining room in the Student Center, the Student Center addition balconies, and from the balcony walls in the Burruss Building. Banners may only be displayed by Registered Student Organizations or departments at KSU, not by individuals or outside agencies. Maximum banner size is 8 feet by 9 feet. Banners may be displayed for two weeks. Because of limited space, organizations may only display two banners at a time per building. Organizations are encouraged to remove their own banners after the event is over; Student Life staff will discard banners displayed in the Student Center after the two week period. The Student Life Department is not responsible for banners displayed in the Burruss Building. If you wish to keep a banner that is displayed in the Student Center, make a notation on top of the banner. Please include a telephone number and the date the banner was hung. Banners must include specific information (event, time, place, date, and sponsoring group). Never remove another organization's banner.

3. RSOs may request banners through Student Life.

4. Chalk may be used by student organizations on the sidewalk areas around the Student Center, the library and the Burruss Building. Please do not use chalk on buildings, pillars on the covered walkway, or under overhangs. Please do not use chalk where rain will not remove it.

5. A bulletin board is available for announcing items for jobs/help wanted postings. You may also use the campus newspaper for these postings as classifieds; go to ksuads.com. To place information on the board, please bring it to the Student Life office. Items will be posted for ten days.

6. Registered Student Organizations are allowed use of the Kennesaw State University name and logo to identify institutional affiliation. The official use of the name and logo is only allowed through prior authorization and approval from the Office of University Relations.

7. The Sentinel offers discounted rates for RSOs. Contact the Advertising Manager or media advisor for complete information.

8. Designated newspaper racks and machines are for the exclusive distribution of The Sentinel and registered Student Media publications. Other student publications may be permitted to distribute from these racks if permission is obtained from the editor in chief and Associate Director of the Student Life Department. Violators will be charged the current insert rate.

9. The first three copies of The Sentinel newspaper are free of charge; additional copies are \$1.00 each.

10. No activity shall infringe upon the right of persons to freely refuse to accept material(s).

Requesting a KSU Banner

Banner requests must be submitted via email to **ksustudentlife@gmail.com**. The subject line for the e-mail should be the organization's name (e.g., Phi Mu or NAACP).

The following information is required:

- Your name
- Contact phone number
- Contact e-mail
- Date submitted

Attach your banner as a PowerPoint file.

Allow 72 hours for your banner to be completed (though most will be ready sooner).

You will be notified via email that your banner is ready for pickup or an explanation as to why it hasn't been printed.

Pick up your banner in the Student Life Office, student center Room 274.

No more than two (2) banners for each RSO may be 'hung' at one time in the Carmichael Student Center and/or Burruss Building.

There are two (2) types of banners that can be made and hung:

- **A non-time specific banner** that advertises or promotes the organization or club rather than a specific event. These banners **MUST** include the KSU organization's name, contact information and, if applicable, meeting times.
- **A time or date specific banner** that advertises a specific event(s) **MUST** include the KSU organization's name, contact information, and the date, time and place of the event(s).

Information not provided or policies not followed will result in the banner not being printed.

Each organization will be responsible for hanging up **AND** taking down their organization's banners. **Do not remove** another organization's banner. Please see instructions at the Student Life forms web page (www.kennesaw.edu/student_life/forms.shtml) for creating a banner using PowerPoint. If you have questions, call Student Life at 770-423-6280.

“Many a small thing has been made large by the right kind of advertising.”
– Mark Twain

IDEAL TIMELINE

Project Checklist

Completion Date: _____

1 day prior

Last minute advertising
Announce in class

1 week prior

Check posters
Listing appears in campus/local newspaper calendar
Last chance for PSAs on OWL Radio

2 weeks prior

Hang posters
Distribute flyers
Complete program for conference
Last chance to get ad into campus newspaper

3 weeks prior

Last chance to get flyers, posters, etc. to the printer

4 weeks prior

Confirm ad placement and proof content
Send printed material to printer

5 weeks prior

Design advertising campaign, color scheme, logo
Distribute timeline and staff responsibilities to RSO members

6 weeks prior

Complete information sheet using annual budget as a guideline

8 weeks prior

Submitted online Activity Request form
Meet with necessary Student Life staff
Meet with RSO or committee members and delegate responsibilities

PROJECT TITLE _____

Coordinator _____

Phone _____

E-mail address _____

Project completion date _____

OPERATIONAL

- approved by RSO officers
- project timeline w/ deadlines created
- online Activity Request submitted
- budget approved with Student Life business manager/SABAC

MEDIA ADVERTISING

- budget \$ _____
- space reserved
- ad designed
- ad delivered to publication

MEDIA

- press release written
- press release distributed
- items submitted to paper's events calendar
- PSAs written and/or recorded
- PSAs distributed/delivered

FLYERS

- budget \$ _____
- URL reserved
- designed
- Web site online/updated
- e-mail distribution list created

NOTES

AUTHORIZATION FOR EXPENDITURE

Signature _____

Title and date _____

POSTERS

- budget \$ _____
- designed
- printed
- hung/posted

BANNER

- budget \$ _____
- designed
- submitted to Student Life/printed hung

OTHER PUBLICITY

(table tents, door hangers, etc.)

- _____
- _____
- _____
- _____
- _____