

## RSO Publicity Checklist

Complete this checklist for your events. Every event does not necessarily need to be publicized through all of these mediums, but multiple methods should be used from each category to ensure that you are reaching as much of your target audience as possible. Each event is unique and will thus require a unique and specific marketing strategy.

Event: \_\_\_\_\_ Date of Event: \_\_\_\_\_

### Print Publicity

- Posters (11" x 17") **Can print black/white posters for events using the printer in the RSO Workspace area. See the staff in the Office of Student Activities to have your flyer/poster approved for posting to Union bulletin boards.**
  - o Residence Life (20)
  - o Campus Buildings (see Bulletin Board Posting Guide)
  - o Laminated Lawn Stakes (must be approved by Facilities Management – reserve at fama.uark.edu Outdoor Facility Request Form)
- Flyers (8.5" x 11")
  - o Departmental Mailing (220) (Campus Mail: 575-5649)
- Table Tents (4.5"x6" folded) (Fill out Table Tent Request Forms available on OSA website)
  - o Arkansas Union
  - o Chartwell's
- Special Invitations – Direct Mail
  - o Target Audiences (specific sub-populations such as Greeks, commuter students, freshmen, families, or certain majors)
  - o Special Guests (faculty, staff, administrators, community leaders, etc)
  - o Departments/Faculty/RSO
- Transit Ad (Mullikin Agency – 479-750-0871)

### Electronic Publicity

- Newswire - News.uark.edu – Short story to run in daily Arkansas Newswire email
  - o ASG Funded Events: Email story to [rso@uark.edu](mailto:rso@uark.edu) within 3 days of packet pickup. Sample story on reverse.
  - o Non-ASG Funded events: News.uark.edu; "Submit" button at bottom of page
- Campus Calendar (events.uark.edu) select "Newswire" as one of the categories to publish in the daily Arkansas Newswire email
- HogSync
  - o Submit Event through RSO's HogSync portal – select "U of A" as audience and check the "Request inclusion on Campus Life events list to reach more people" box under Portal Sharing.
  - o If desired, under "Forms" on your portal, select the HogSync Promotion Form to request special placement on the HogSync home page. Space is limited for these special placements.
- Email listservs – paragraph including event name; date/time/location; RSO name, contact e-mail, phone # (Sample on Reverse)
  - o RSOEvents - e-mail [rso@uark.edu](mailto:rso@uark.edu). Events run on Monday morning of the week of the event so email by the previous Friday.
  - o Multicultural Center (575-8405)
  - o Greek Life (Parice Bowser, Director of Greek Life (pbowser@uark.edu)
  - o Off Campus Connections (occ@uark.edu)
  - o Volunteer Action Center (volunteer and service opportunities only – vac@uark.edu or volunteer.uark.edu)
- Social Media
- Email or Dropbox to addresses as noted below for electronic message boards:
  - o RIB TV ([ribtv@uark.edu](mailto:ribtv@uark.edu))
  - o InfoHog (Union Living Room, NW Quad) – dropbox image to [infohog@uark.edu](mailto:infohog@uark.edu). (1920 x 1080 px JPG, Landscape)
  - o Engineering engrcomm@uark.edu (16 x 9)
  - o Fulbright – email bibbs@uark.edu (8.5 x 11)
  - o Founders & Hotz: <http://housing.uark.edu/digitalsign> (1920 x 1080 JPG; submit by noon Wed to run following Mon)
  - o Grad Ed, Peabody, Epley, the Union Fitness Center and the HPER - [heidisw@uark.edu](mailto:heidisw@uark.edu)
  - o RIBtv (Union/TV) – ribtv@uark.edu – Powerpoint Slide
  - o Walton/Willard J. Walker Hall msc@walton.uark.edu (1920 x 1080 px Powerpoint or Photoshop, no PDF.) Slides are ONLY added/removed the 1st & 15th of the month so be sure to submit accordingly.

### Other Publicity

- Student Media
  - o Traveler: 479-575-3406
  - o UATV: [uatv@uark.edu](mailto:uatv@uark.edu) or 575-3561
  - o KXUA 88.3 FM Radio: [kxua.uark.edu](http://kxua.uark.edu) or 575-4273
- Promotional table, display board, banner, and/or easel in Union (To reserve: [union.uark.edu](http://union.uark.edu))
- Announcements at RSO meetings (contact individual RSOs via HogSync)
- Announcements in classrooms (contact individual professors)
- Sidewalk chalk (no spray chalk allowed) – see chalking policy on [osa.uark.edu/rso](http://osa.uark.edu/rso) (under Forms & Policies)

### External Public Relations

- Office of Communication and Outreach (Scott Flanagan – [sflanagi@uark.edu](mailto:sflanagi@uark.edu), 575-6785) – Contact if local media coverage is desired or anticipated.

## SAMPLE NEWSWIRE

**Celebrate Nowruz, Iranian New Year, on March 19<sup>th</sup>**

**Run: March 2<sup>nd</sup>**

**Image: JPG sent with story**

Nowruz marks the first day of spring or Equinox and the beginning of the year in the Iranian calendar. The moment night and day are equalized is calculated precisely every year and families gather together to observe the rituals. Iranian Students Association invites students to attend this celebration of the Iranian New Year on Thursday, March 19 at 6:00 pm at the Fayetteville Town Center. Tickets are free for students, but students will need to pick up a ticket prior to the event. A limited number of tickets are also available for non-students to purchase for \$14.

Students can get their free tickets and non-students can purchase tickets on Tuesday, March 3rd, and Wednesday, March 4th, from 11am to 2pm at University of Arkansas Union in the front of the Food Court.

Nowruz is celebrated by people from diverse ethnic communities and religious backgrounds for thousands of years. This event is celebrated in a large number of countries from Asia to the Middle East. Iran has been the major country where Nowruz was celebrated for more than 2500 years. Celebration of Nowruz introduces the common culture of Iranians to the students from all around the world. There are many customs of Nowruz that can still be found even in west such as "spring clean-up." Iranian Student Association aims to celebrate the Iranian customs to bring integrity to Iranian community on campus as well as introduce it to other students who are interested in such events. A full list of Nowruz customs and history is available on [Wikipedia](#) and in [this video](#).

This event is supported by the Student Activities Fee as a funded event by the Associated Student Government and is free to all currently-enrolled University of Arkansas, Fayetteville, students who pay the student activities fee. For questions about the event or for accommodations due to disability please contact **Name, Email address, phone number**.

## SAMPLE LISTSERV EMAIL

### Students Tickets Available this week for Nowruz

Students can get their free tickets and non-students can purchase tickets for Nowruz on Tuesday, March 3rd, and Wednesday, March 4th, from 11am to 2pm at University of Arkansas Union in the front of the Food Court. Iranian Students Association invites students to attend this celebration of the Iranian New Year on Thursday, March 19 at 6:00 pm at the Fayetteville Town Center. Tickets are free for students, but students will need to pick up a ticket prior to the event. A limited number of tickets are also available for non-students to purchase for \$14. Nowruz marks the first day of spring or Equinox and the beginning of the year in the Iranian calendar. The moment night and day are equalized is calculated precisely every year and families gather together to observe the rituals.

**Commented [RE1]:** Your headline needs to be a summary of who, when, when

**Commented [RE2]:** This is the date you want it to run in Newswire. It will stay on Newswire until the day following your event unless otherwise requested.

**Commented [RE3]:** Any image should be emailed with your story in JPG format.

**Commented [RE4]:** Unless you request funding for non-students, you will need to specify that the event is for students only. If non-students are invited you will need to specify any distinctions (limited number of tickets, separate entry time.etc.)

**Commented [RE5]:** If your event is ticketed, you will need to include ticket pickup information.

**Commented [RE6]:** This paragraph should be included exactly as written as your final paragraph.

**Commented [RE7]:** Newswire requires that we include name, email, and phone number contact. Please provide this for the person who is your go-to person for the event.

**Commented [RE8]:** If your event is ticketed, you will need to include ticket pickup information.

**Commented [RE9]:** Unless you request funding for non-students, you will need to specify that the event is for students only. If non-students are invited you will need to specify any distinctions (limited number of tickets, separate entry time.etc.)