

## 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.**
  - Residence Life (25)
  - Campus Buildings (see Bulletin Board Posting Guide)
  - Laminated Lawn Stakes (must be approved by Facilities Management – reserve at fama.uark.edu Outdoor Facility Request Form)
- Flyers (8.5" x 11")
  - Departmental Mailing (220) (Campus Mail: [pmcs@uark.edu](mailto:pmcs@uark.edu))
- Special Invitations – Direct Mail
  - Target Audiences (specific sub-populations such as Greeks, commuter students, freshmen, families, or certain majors)
  - Special Guests (faculty, staff, administrators, community leaders, etc)
  - Departments/Faculty/RSO
- Transit Ad (Mullikin Agency – 479-750-0871)

### Electronic Publicity

- Arkansas News - News.uark.edu – Short story to run in daily Arkansas News email
  - ASG Funded Events: Story draft uploaded with budget submission; final version story to [rso@uark.edu](mailto:rso@uark.edu) within 3 days of packet pickup. Sample story on next page.
  - Non-ASG Funded events: News.uark.edu; "Submit" button at bottom of page
- Campus Calendar (calendars.uark.edu), sign in to create an account, then create event.
- HogSync - Submit Event through RSO's HogSync portal
- Email newsletters – paragraph including event name; date/time/location; RSO name, contact e-mail, phone # (Sample on next page)
  - RSO Events (weekly email to RSO officers listed in HogSync) - e-mail [rso@uark.edu](mailto:rso@uark.edu). Emails are sent on Monday morning of the week of the event so please submit email by the previous Friday at noon.
  - Multicultural Center (575-8405)
  - Greek Life (Parice Bowser, Director of Greek Life ([pbowser@uark.edu](mailto:pbowser@uark.edu)))
  - Volunteer Action Center (volunteer and service opportunities only – [vac@uark.edu](mailto:vac@uark.edu) or [volunteer.uark.edu](http://volunteer.uark.edu))
- Social Media
- Email or Dropbox to addresses as noted below for electronic message boards:
  - Multicultural Center – email [atsmith@uark.edu](mailto:atsmith@uark.edu)
  - Union Food Court digital board – reserve space one to two weeks prior to the event. Forms are available in the Office of Student Activities, ARKU A665.

### Other Publicity

- Student Media
  - Traveler: [traveler@uark.edu](mailto:traveler@uark.edu)
  - UATV: [uatv@uark.edu](mailto:uatv@uark.edu)
  - KXUA 88.3 FM Radio: [kxua.uark.edu](http://kxua.uark.edu)
- 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 FOR ASG FUNDED EVENTS**

**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 to observe the rituals. Iranian Students Association invites students to attend this celebration of the Iranian New Year on Thursday, March 19 at 6:00pm in the Arkansas Union Ballroom.

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 the 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.

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. This event is held in a venue that meets ADA standards. Individuals with disabilities are encouraged to attend this event. If you require a reasonable accommodation in order to participate in this event, please contact **Name, Email address, phone number** by five (5) business days prior to the event.

Sharepoint | OFA FY24

Sample Newswire, ticketed event

09.10.2023

## SAMPLE NEWSWIRE FOR ASG FUNDED EVENTS

**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 to observe the rituals. Iranian Students Association invites students to attend this celebration of the Iranian New Year on Thursday, March 19 at 6:00pm in the Arkansas Union Ballroom. Tickets are free for students, but students will need to pick up a ticket prior to the event. A limited number of tickets are available for non-students to purchase for \$14.

Students can get their free tickets and non-students can purchase tickets on Thursday, March 3<sup>rd</sup>, and Wednesday, March 4<sup>th</sup> from 11am-2pm at the Arkansas Union in 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 the 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.

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. This event is held in a venue that meets ADA standards. Individuals with disabilities are encouraged to attend this event. If you require a reasonable accommodation in order to participate in this event, please contact **Name, Email address, phone number** by five (5) business days prior to the event.

Sharepoint | OFA FY24

Sample Newswire, ticketed event

09.10.2023