

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)
- Flyers (8.5" x 11")
 - o Departmental Mailing (220) (Campus Mail: 575-5649)
 - o Campus Buildings – See Bulletin Board Posting Guide on OSA website
- 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 – submit button at bottom of page – submit short story to run in daily Arkansas Newswire email
- Campus Calendar (events.uark.edu) select "Newswire" as one of the categories to publish in the daily email
- Email listservs
 - o RSOEvents - e-mail: rso@uark.edu and include event name; date/time/location; RSO name, contact e-mail, phone #
 - o Multicultural Center (575-8405)
 - o Greek Life (Parice Bowser, Director of Greek Life (pbrowser@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
- RIB TV (ribtv@uark.edu)
- UATV (uatv@uark.edu) or 575-3561)
- KXUA 88.3 FM Radio (kxua.uark.edu or 575-4273)

Email or Dropbox to addresses as noted below for electronic message boards:

- InfoHog (Union Living Room, Student Tech Center, NW Quad, NanoTech, Silas Hunt, WJWH) – see back of this sheet
- Engineering engrcomm@uark.edu (16 x 9)
- Fulbright – bibbs@uark.edu (8.5 x 11)
- Founders & Hotz: <http://housing.uark.edu/digitalsign> (1920 x 1080 JPG; submit by noon Wed to run following Mon)
- Education cedmonst@uark.edu
- RIBtv (Union/TV) – ribtv@uark.edu
- 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.
InfoHog (see back of this sheet)

Other Publicity

- Student Media (Traveler, KXUA, UATV): 479-575-3406
- Promotional table, display board, banner, and/or easel in Union (To reserve: union.uark.edu)
- Announcements at RSO meetings (contact individual RSOs – see osa.uark.edu/rso)
- Announcements in classrooms (contact individual professors)
- Sidewalk chalk (no spray chalk allowed) – see chalking policy on osa.uark.edu/rso (under Forms & Policies)

External Public Relations

- Office of Communication and Outreach (Scott Flanagan – sflanagi@uark.edu, 575-6785)

Submission Guidelines For InfoHog Digital Display

All Campus Departments at the University of Arkansas, and Registered Student Organizations which are in good standing (“Active” status) with the Office of Student Activities, are eligible to submit information for the InfoHog kiosks. Please submit content for InfoHog consideration **at least 3 weeks prior to the event.** Detailed instruction and procedures are below.

Your poster should be provided as a jpg via <http://dropboxit.uark.edu> to infohog@uark.edu. Please do not submit the image as an attachment but use the DropboxIT link instead.

To be considered for InfoHog display, event posters must be 825px w X 900px h and include:

- Title or Headline of Event in prominent font
- Time/Date/Duration/Event Location
- Brief description of event and its significance to students:
- Sponsoring organization(s) within UofA, contact information (name, phone #, & email). Include secondary sponsors.
- **If RSO event is funded by ASG, the following text must be included:**

“The event/program is free to current University of Arkansas Fayetteville students as supported by the Associated Student Government through the Office of Student Activities and funded by the Student Activities Fee. For questions or accommodations due to disability, please contact {name} at {phone number and email}”.

- A well-designed graphic with little or no text

If an event is co-sponsored by a commercial entity, this may be indicated by placing the logo of said sponsor on the poster in an area not to exceed 5% of the poster area. If more than 4 sponsors exist, collective area for sponsor logos must not exceed 20% of the poster area.

See sample InfoHog on opposite side of this page. Questions or cases that do not fit the above criteria can be directed to infohog@uark.edu.

Submission/Approval Procedure

1. Please only submit completed JPGs.
2. Please only submit JPGs for one event per upload.
3. Navigate to <http://dropboxit.uark.edu>. Log in with your UARK user name and password.
4. Click on “Transfer Files”.
5. Type in the subject line according to this format: RSO or Department NAME – NAME & DATE OF EVENT – DATES TO RUN InfoHog (Example: Office of Student Activities – Razorbash August 25 – Run August 15-25 2016).
6. Type in infohog@uark.edu as the recipient. We highly recommend selecting the “send a copy to myself” button. You may also add any other recipients you wish to include.
7. Leave the “Require secure login” button unchecked.
8. In the “Message”, type the name of the RSO or department, the event name and date(s), and preferred dates to run. Please also include any additional information we need to know in order to help you promote your event on InfoHog (for example: “Please run Slide 1 August 15-24 and then Slide 2 August 25” if I had a different slide saying “Razorbash Today”, for example).
9. Click “Upload Files”.
10. Click “Browse”, or drag and drop, the JPGs that you are requesting run for this event.
11. Click “Review and Send”.
12. Look over the message, then when you are ready, hit “Send”.
13. University staff review your entry for required information and ensure compliance with InfoHog guidelines and community standards.
14. You will receive one of the following responses:
 - a. Your event/poster is approved and will be scheduled on InfoHog
 - b. Your event meets the required information but requires some modification to meet guidelines
 - c. Your event/poster does not contain required information or does not meet InfoHog standards
15. If not approved, you may correct the information/poster to comply with InfoHog guidelines, and resubmit.