

# THE RESOURCE: RSO MARKETING AND ADVERTISING

FALL 2006

## INSIDE THIS ISSUE:

College Marketing 101	2
Marketing vs. Educating	2
Brainstorming	3
40 Ways to Market Your Events at Illinois	4
Ideal Timeline for Promotions	5
How to Market Your Events	6-7
Local Media Outlets	8-10
Few Words on Policy	11-13
Marketing Plans	14-15
Different Advertising Media	16-18
Ways to Get & Keep Attention	17
Press Releases & PSA's	19-20
Advertising/Marketing Distribution	22-23

## MARKETING AND ADVERTISING HANDBOOK: A GUIDE FOR REGISTERED ORGANIZATIONS

Effective marketing and advertising are some of the most important components of successful programming. You have a great program and you want everyone on campus to know about it.

On a campus of nearly 40,000 students and 10,000 faculty and staff, publicizing your organization is not an easy task. Your message can get lost in the shuffle, if not communicated effectively.

The University of Illinois at Urbana-Champaign is an active campus. Dozens of programs take place every day. To have students take notice of your programs, effective marketing and advertising are critical. Without an effective and budget-conscious publicity plan, your organization's events may not have a chance to succeed from the start.

This special edition of The ReSource is designed to assist registered organizations with designing and implementing effective marketing and advertising plans. Contained in the following pages is general information about marketing and advertising, particularly for college students, as well as frequently used publicity outlets here at the University of Illinois. Some of the questions that will be answered inside this handbook are the following:

- How can your registered organization effectively publicize its mission, events, and activities?
- How can your registered organization spread the word without breaking the bank?

Making a plan for publicity and promotion can be tricky, but with careful and thoughtful planning, it is possible to attract a wide, diverse audience of students, faculty, and staff.

Please be aware that the information is for reference purposes only; prices, policies, and procedures are subject to change. Questions regarding publicity for club/organization events can be directed to the Office of Registered Organizations by calling 333-1153 or visiting the Student Organization Complex (280 Illini Union). Please utilize the Office for continued assistance in devising your plan for publicity and promotion and for leadership consultation.

The Student Organization Complex (SOC), 280 Illini Union, offers resources for all aspects of organization management and leadership.

Monday-Thursday	8:30 a.m.—11:30 p.m.
Friday	8:30 a.m.—11:30 p.m.
Saturday	12:00 p.m.—6:00 p.m.
Sunday	12:00 p.m.—11:30 p.m.

[union.uiuc.edu](http://union.uiuc.edu)  
STUDENT AFFAIRS / UIUC





## COLLEGE MARKETING 101

Marketing is discovering what people value, delivering it, and the acceptance of the product, program, or service. **The overall purpose of marketing is to get what you want.** In today's fast-paced and consumer-driven society, people increasingly require something of value in return for participation in a relationship. Today, there is more competition than ever before for the same key relationships.

In the business world, the goal of marketing is revenue-driven. The goal of business marketing is to increase profits. Hence, the 4 P's of business marketing is **Product** (or Program), **Price**, **Position** (i.e., placement/location), and **Promotion**.

By contrast, higher education is concerned with goals other than revenue alone. The 4 R's of college marketing are **Recruitment, Revenue, Relationship, and Reputation**. To measure recruitment, we measure the numbers of students, customers, or even traffic counts. Although higher education is driven by many goals, revenue (i.e., sales) is important and can be critical for many programs. To measure relationship, higher education programmers often ask themselves, "How many people need to 'walk away happy'?" Customer satisfaction surveys and benchmarking surveys serve often as the tools to measure the extent of a positive (or negative) relationship. Lastly, reputation can be measured by national rankings or localized surveys.

## MARKETING VS. EDUCATING

Often, organizations find themselves in a predicament where they are asking, "We have a great organization. It's the best-kept secret on campus. Why doesn't anyone know about us? We need to educate people. If we educate people, they will come to our organization activities." This begs the question, why is your organization a secret? Usually, this question can be answered in one of two ways: insufficient message frequency and/or insufficient message impact. The resolution to this problem lies in the subtle yet critical differences between educating and marketing.

Educating is a non-persuasive form of presenting information to a customer. It is assumed that the information is valuable in and of itself. It is assumed also that the recipient will understand how that value will be beneficial. Marketing either persuades or generates a response.

To turn information into marketing materials, programmers need to **a) make it special; b) use comparative value; c) stress the benefits; and d) use associated value.** To make it special, stress exclusivity and use the "only" factor. Use size, scope, age, and other descriptors that make you sit up and take notice. Illustrate the impact of the program. Think of the Apple commercial with 7'7" Yao Ming and 3'3" Mini-Me. Demonstrate comparative value by using superlatives, ranks, and comparisons. For example, Duracell uses in its campaign to sell batteries, "No other battery lasts longer." Stress the benefits of a program as opposed to only its features. This is often hard to do. Demonstrate how it'll improve your life and explain why it is important. Use associated value. Common examples include endorsements by sport and entertainment stars.

### 3 STEPS FOR MARKETING

1. Use the 4 R's. Determine what you need and how you will measure the outcomes.
2. Use the 4 P's. Build value in the mind of the customer and deliver it. Ask yourself, "How does your program, product, or service benefit the customer?"
3. Market your event or organization, not educate.

Remember, marketing is **getting what you need in return** for what customers value.



## BE CREATIVE. START EARLY.

You have a great event. You want everyone on campus to know about it. But how do you do that? As you consider the dozens of events and activities happening on campus every day, you wonder how you can advertise your event so it stands out and attracts a wide audience. You wonder how you can advertise your event without breaking your organization's bank account. You recently started a new organization and wonder how you can market it effectively so you can recruit good membership.

**Making a plan** for advertising and marketing can be tricky. The University of Illinois at Urbana-Champaign has an active campus life with over 1200 registered organizations. With early, **strategic planning** that's creative and prominent, you too can sponsor successful programming on campus. It is possible to have a budget-conscious advertising and marketing plan and still attract a wide, diverse audience to your events. The key is effective advertising and marketing.

## GETTING STARTED

### BRAINSTORM

Begin by brainstorming. Think outside the box of what you've done before and seen others do. Define your target audience (sophomores, Greeks, sci-fi fans, vegetarians, etc.) and brainstorm ways to reach those groups effectively. Don't waste a lot of time thinking of ways to encourage people outside your target from coming. Consider the different approaches you would use to sponsor a kid's carnival as opposed to a formal wine and cheese event for distinguished alumni.

### NARROW DOWN A LIST OF IDEAS

From your infinite list of ideas – if we had all the money and 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 decide which ideas are going to be effective and efficient given your limited resources, prioritize them in terms of effectiveness and efficiency. Remember that unfortunate circumstances may happen like posters getting torn down or ruined from weather. Use timelines to keep track of all these decisions without any last-minute panic.

### EXECUTE

With a plan in place, execute it. Delegate duties and make sure people complete their specific

responsibilities. If you're creating the marketing pieces yourselves, give everyone small deadlines for copy, design, or production. If you're at the stage of putting out the marketing, give everyone small goals and deadlines for dissemination. This way, everyone can meet the big deadline while still attending class and working at their jobs.

### EVALUATE

At various stages and after the event is complete, ask participants and group members to evaluate the project and each of the steps. The filed comments and evaluations will provide positive feedback and prevent the same mistakes from happening in the future.

## BRAINSTORMING

There are some basic concepts to consider when you are brainstorming ways to publicize your event. Reflecting on these questions is a good place to start:

**What type of audience do you expect?** Increase the effectiveness of your promotion by gearing it towards the audience you expect.



**Where can you reach your target audience?** Decide how many people and which ones you would like to attend and organize your promotion to reflect that goal.

**How much time do you have?** Whenever possible, plan in advance. A month of promotional activity will lead to more positive effects than one week.

**What is your budget?** Costs associated with promotion should always be included in the initial budget figures, never what is "left over."

## THINK OUTSIDE THE BOX

There are dozens of ways to creatively publicize your event. Within the guidelines and policies of the University, you are encouraged to do or adapt some of the following ways to advertise or market your event.

Remember two simple rules for advertising:

**Rule #1: Repetition/Frequency is key!** One-shot ads (almost) never work. On average, one out of every nine well-designed ads is seen by the targeted customer.

**Rule #2: Quality counts!** Decide on what you want your ad to do before you create it.

## 40 WAYS TO MARKET EVENTS AT ILLINOIS

1. Word of mouth
2. [RSO online events calendar](#)
3. Quad Day
4. Activity Day
5. Illini Union Late Nighter
6. Flyers
7. Posters
8. Table tents
9. Handbills on the Quad
10. Handbills at events
11. MTD bus signs
12. Ads in the DI and other newspapers
13. Chalking the Quad
14. Information tables
15. Email
16. Overhead transparencies at large lecture classes
17. Letters to academic departments
18. Letters to resident advisors
19. Letters to registered organizations
21. Chalkboards in classrooms
22. Teasers
23. Leave handbills at store counters
24. Community calendars on TV
25. PSA's on radio
26. Press releases
27. Coupons
28. Group sales
29. Free ticket contests
30. Organization website
31. Newsletters
32. Billboards
33. Radio interviews
34. T-shirts
35. Imprinted novelty items
36. Announcements in classes, events
37. Display cases
38. Announcements at athletic events
39. Inside Illinois newspaper
40. [cucalendar.com](#)

For details on how to market your events using these methods, please read the procedures, policies, and contacts contained in this resource guide.

### SEVEN RULES FOR PUBLICITY SUCCESS

**There is never enough publicity.** Overkill is a benefit, but vary the publicity formats.

**Good publicity helps, but bad publicity hurts.** If publicity is dull, students assume the program will be.

**Sell the sizzle, not the steak.** A notice giving the facts is the steak, but it's the sizzle that makes your mouth water.

**Push the "hot" buttons.** Incorporate what students are "into" in your publicity. Fun, love, rock and roll, money, excitement...

**Build enthusiasm.** Be excited. Encourage others to spread the word.

**Do it all.** Be as creative as possible, use all your resources, and still be timely.

**Lead them by hand.** The personal touch right before the program still yields the largest numbers.

\* By Ken Weber Prod.

Did  
you  
know?

You can **advertise your events online** on the [RSO Event Calendar](#).

Go to [www.uiuc.edu/ro](http://www.uiuc.edu/ro) to post your event next event!

## BASIC PROMOTION PRINCIPLES

Regardless of medium used to promote or market your event, all publicity should include:

- Title & Brief Description
- Day and Date
- Time
- Location
- Admission Fee
- Refreshments
- Sponsoring Organization(s)
- Contact Info (offices, URL's, phone numbers)

There are basic principles for making your publicity more successful.

- Make it eye-catching so it takes no longer than 5 seconds to read.
- Take a look around campus for what works. Incorporate other designs into your own.
- Avoid using more than 2-3 fonts.
- Avoid using script fonts & all-caps scripts.
- Incorporate a black text box with white font.
- Use clip art.
- Check University policies before distribution.

## IDEAL TIMELINE FOR PROMOTIONS

Completion Date \_\_\_\_\_

### 12 weeks prior

Develop budget and establish publicity costs.

### 9 weeks prior

Determine all types of publicity for marketing your event.  
Establish marketing plan and designate responsibilities.

### 6 weeks prior

Design marketing style like color scheme, logo, font.

### 4 weeks prior

Proof marketing and send to a printer.

### 2 weeks prior

Hang posters. Distribute flyers. Make sure your audience knows about your event.

### 1 week prior

Print DI ad. Hang more posters. Publicize your event to an audience that may not have seen posters. For those who have, remind them about event.

### 1 week after

Evaluate marketing plan and assess the successfulness of the plan.





## HOW TO MARKET YOUR EVENTS

**POSTERS.** The essential purpose of a poster is the rapid telling of a single message. They are usually made on 8 1/2" x 11 or 8 1/2" x 14 paper. An advantage is that they can be reproduced easily at minimal cost. If you are doing a mailing, it may be easier to work with a sheet 8 1/2" x 11" since it can be folded easily.

**FLYERS.** A smaller version of the poster is the flyer. They are usually made on 8 1/2" x 11" or 11" x 14" paper. An advantage is that they can be reproduced easily at minimal cost. If you are doing a mailing, it may be easier to work with a sheet of 8 1/2" x 11" since it can be folded easily.

**TABLE TENTS.** Table tents are "teaser" cards, which can be folded to be self-supporting. Table tents should be made of a thick or heavy grade of paper that will stand firm. Table tents can be placed in visible locations including tables in lounges, lobbies, dining halls, Illini Union, and on desktops. If you decide to use table tents, it is necessary that you receive permission from Residential Life Dining Services in room 17 Lincoln Avenue Residence Hall, or the Illini Union Reservations Office in 165 Illini Union. This form of advertising is quite limiting and should only be used as a supplemental method.

**NEWSPAPER ADS.** The Daily Illini, the Buzz, the News-Gazette, and Inside Illinois are all options for promoting your events. However, the cost involved in advertising in either publication is quite prohibitive and organizations should seriously consider the effectiveness of these mediums before automatically placing ads.

Advertisement space inside the Daily Illini varies by a number of factors such as type, size, and ink. Registered student organizations receive a discounted rate on display ads. Advertisement space can include display ads, online ads including banner and button ads, inserts, and classified ads. Annual bulk contract rates are available for organizations that qualify. Registered organizations should verify rates, deadlines, payment information, and procedures on the [Daily Illini](#) website.

**CALENDARS.** Use the [RSO online events calendar](#) to post your events online viewed by other registered organizations and students across campus. To submit RSO events to the calendar, click on the submit an event link at [www.uiuc.edu/ro](http://www.uiuc.edu/ro) or email [iurso@uiuc.edu](mailto:iurso@uiuc.edu). The use of community and newspaper calendars, both online and in print, may be effective for reaching wider audiences such as the [Daily Illini](#). To submit University and community events to [cucalendar.com](http://cucalendar.com), click on the submit an event link at [www.cucalendar.com](http://www.cucalendar.com) or e-mail [events@cucalendar.com](mailto:events@cucalendar.com). Within your department, college, or organization, the use of a large calendar of activities located in a central location is a particularly effective technique. Students will have at least one consistently identifiable source for information on activities. Also, smaller calendars of activities can be copied and put into mailboxes. Community calendars managed by local television stations can be effective in reaching the local community.

**WORD OF MOUTH.** Focus on your target audience and spread the word! Just talk about your event, and keep on talking about it. Ask friends to tell friends about your event. Use other catchy advertising methods in conjunction with talking. Soon, everyone in your target audience will have heard the buzz about your event. Telephone pyramids are quick ways to get the word out. Identify a number of people, five for example, who would call five other people. The five people would then be responsible for calling five other people, and so on, and so on.

**TRANSPARENCIES.** A smaller version of the poster, transparencies can be displayed before/after classes using overhead projectors located in most classrooms. It can be an effective method because students will have their I-Books with them to conveniently jot down your event. Receive permission from your professor before using class time to promote your events.

**RADIO ADS.** Radio packages can vary so that ads can be played at a variety of times or all at one particular time. Radio advertising is expensive and may not be appropriate for all programs.

**T-SHIRTS.** Generally, the logo or main image from an event's ad campaign is printed on T-shirts used by RSO volunteers or are sold at the event. This can be costly and is usually paid for by the individuals who want the shirts, but wearing them around campus and at prominent campus events can help increase visibility for your organization.

The best marketing is one that combines various methods! Do a mix of marketing methods at different times and locations to convey your message more effectively!

## HOW TO MARKET YOUR EVENTS

**ILLINI UNION DISPLAY CASES.** There are seven display cases in the Illini Union available for use by Registered Organizations. Applications are processed on a first-come first-serve basis. An organization may use a display case once each semester for a 14-day period. Applications can be picked up in Room 284 Illini Union. Other University buildings may have display cases for organization use, but policies and procedures for those display cases are administered by each building.

**STUDENT ORGANIZATION COMPLEX.** Registered organizations can place marketing materials that advertise organizations' upcoming events and activities (posters or handbills) on the designated bulletin boards and counters inside the complex. Organizations also can distribute flyers in organizations' mailboxes by addressing each flyer to the individual mailbox holder. Illini Union staff will place the flyers in each mailbox to which the flyer is addressed.



**STORES.** Local merchants may be willing to display posters and flyers in windows or on bulletin boards in their stores. This is a great way to get word of your program out to community members and individuals who may not live in the Residence Halls. Be sure to ask permission first before placing materials.

**MTD BUS SIGNS.** For a contract fee of \$200 per month, the Champaign-Urbana Mass Transit District (MTD) will hang up to 75 posters inside the buses that your organization provides. Posters must be 11" x 17" on 60/65 pound poster stock paper. Contact Jane Robards at 384-3577 for more information.

**KIOSKS.** Posters and flyers may be placed on Illiosks (kiosks) around campus. Remember to use lots of masking tape and that kiosks are usually cleaned off over the weekends. Locations include the corner of 4th and Gregory, northeast corner of the Quad, and northeast of the Undergraduate Library.

**CHALKING THE QUAD.** Many organizations find campus sidewalks useful space for advertising events and activities. Water-soluble chalk may be used on concrete sidewalks, but not on any physical structure (such as columns, statues, benches, etc.). Registered Organizations can check out chalk at no cost from the Student Organization Complex.

**RESIDENCE HALLS.** Registered student organizations may submit a request to advertise on bulletin boards within University residence halls. Upon approval, posters may be placed on the bulletin boards, located either right outside or just inside the dining room doors. The bulletin boards will be for non-housing events only. Posters up to 11" x 14" in size will be accepted. A poster may be refused if it contains inappropriate material and/or advertising for products or businesses. Examples of inappropriate material include: alcohol or alcohol related functions, sexual content, and/or racist remarks. Housing reserves the right to refuse posters based on space available on the bulletin boards.

Anyone can post materials in "free-will space" within University residence halls without prior approval. On all other space inside residence halls, materials must be posted by residence hall staff only. To have materials posted in non-free-will space inside residence halls, prior approval must be granted by the Office for Residential Life (located in 300 Clark Hall) and be posted by residence hall staff only.

**POSTCARDS.** Postcards are generally used to invite various individuals to a particular event. They are usually mailed.



**PUBLIC SERVICE ANNOUNCEMENTS.** Many media outlets donate a certain amount of airtime to serve the public and the community. PSA's usually herald a community event.

**PRESS RELEASES.** This is a must for large events and income-producing events. Press releases should be sent to the news offices at media outlets at least 3 weeks in advance. Follow up with phone call to editor. Fax again the press release the day before the event.

**FEATURE ARTICLES.** Occasionally local newspapers are willing to do feature articles about RSO events.

**UNIVERSITY BULLETIN BOARDS.** See Bulletin Board Regulations.

## LOCAL MEDIA OUTLETS

**News releases** should include all necessary information:

- 1) Speaker
- 2) Time
- 3) Place
- 4) Cost of admission
- 5) Sponsor

In addition, some background on the speaker and the nature of the event would be important to include in the release. Releases should be double-spaced on one side of a page and include a daytime contact person and phone number.



### ILLINI MEDIA OFFICE

**Daily Illini.** The student newspaper is the only local morning newspaper in the Champaign-Urbana communities. It is distributed free and has a circulation of 19,000 in the spring/fall semesters and 10,000 in the summer. It is distributed to over 200 points on campus and in the community. The DI is published every weekday during the fall, spring, and summer II semesters.

The DI office is located in the Illini Media office on 512 E. Green Street in Champaign. Spec ads, or speculative ads, are available in addition to display ads. Spec ads are created in the DI production department and allow you to get creative with a message as well as different styles, sizes, and graphics for publication.

If you would like to place an ad (print or online), contact the DI advertising department: Display ads: (217) 337-8382 or e-mail [diadsales@illinimedia.com](mailto:diadsales@illinimedia.com). For classified ads, call (217) 337-8337 or e-mail [diclassifieds@illinimedia.com](mailto:diclassifieds@illinimedia.com).

If you have a news tip for the DI news staff or would like to suggest coverage of an event, contact the Campus News Editor at 337-8350 or Metro News Editor at 337-8368, or e-mail [news@dailyillini.com](mailto:news@dailyillini.com).

**Rates.** For DI ad rates, go to [http://advertising.illinimedia.com/ratecard/di\\_rates.php](http://advertising.illinimedia.com/ratecard/di_rates.php).

**DI Online.** The Daily Illini is published online, and it receives 40,000 page views on the site on a daily basis. The DI Online is a great avenue to reach area community members, students, staff, as well as alumni and readers outside the circulation range. There is also a free, online calendar on which organizations can post events. The website of [www.cucalendar.com](http://www.cucalendar.com) represents the DI and Buzz, where events can be added directly online. Or, event info can be emailed to [calendar@readbuzz.com](mailto:calendar@readbuzz.com).

**Rates.** For DI online ad rates, go to [http://advertising.illinimedia.com/ratecard/online\\_rates.php](http://advertising.illinimedia.com/ratecard/online_rates.php).

**Buzz.** Buzz is the weekly alternative published and inserted into the DI every Thursday. It has a circulation of 20,000 inserts every week and an additional 8,200 copies distributed to different points around Champaign-Urbana. If you would like to place an ad, contact the DI advertising department: Display ads: (217) 337-8382 or e-mail [diadsales@illinimedia.com](mailto:diadsales@illinimedia.com). For classified ads, call (217) 337-8337 or e-mail [diclassifieds@illinimedia.com](mailto:diclassifieds@illinimedia.com).

**Rates.** For Buzz ad rates, go to [http://advertising.illinimedia.com/ratecard/buzz\\_rates.php](http://advertising.illinimedia.com/ratecard/buzz_rates.php).

### GETTING COVERAGE IN THE DAILY ILLINI

The Daily Illini is an excellent resource for generating publicity about student organization events. In addition to running advertisements (which cost you money), you can send information about your event to the reporting staff and generate interest that may result in a full article (which is free!).

When sending a press release to the DI, it is important to include the following information:

1. Date, time and location of your event
2. Admission costs, donation requests, ticket locations
3. Full name of your event
4. Full name of your organization and any organizations/ departments that are co-sponsoring
5. A paragraph or two detailing what the event is about
6. Contact name, phone number and email address for the person coordinating the event
7. Information about any benefiting organization (for instance, if you are raising money for a charity or local service agency)

You can contact the Daily Illini newsroom by calling 337-8350.



## LOCAL MEDIA OUTLETS

### NEWSLETTERS

**Dads Illini.** The Dads Association publishes a newsletter nine times a year and includes information that is of special interest to U of I dads. Contact the Executive Director, Rm. 227, Illini Union.

**Mothers Association.** The Mothers Association prints a quarterly newsletter that is of special interest to U of I mothers. Contact the Executive Director, Rm. 227, Illini Union.

**Alumni News.** The Alumni Association also publishes a newsletter eight times a year. Contact the editor, 333-1422.

### NON-ILLINI MEDIA NEWSPAPERS

**Illinois Official Notices.** The Office of the Vice Chancellor for Student Affairs has very limited space available in the DI to publicize events of campus-wide interest that are sponsored by registered organizations. Discuss specifics with the Assistant Vice Chancellor, 310 Student Services Building, 333-1300.



**Illini Greek.** Published 4 or 5 times per semester, an Interfraternity Council-Panhellenic publication, primarily for the Illinois fraternity and sorority system. Contact the editor through their office at 274 Illini Union, 333-3703.

**Inside Illinois.** A bi-weekly publication primarily for University employees. Distribution is via campus mail. Contact the editor, 333-2895, at least ten (10) days in advance.

**The News-Gazette.** Uses the DI calendar. Press releases must be submitted through the News Bureau of the University Office of Public Affairs. To suggest feature articles, contact the City Editor, 351-5252.

**Residence Hall Newsletter.** Contact the Residence Hall Association, 200 Clark Hall, at least 3 weeks in advance.

### ATHLETIC ANNOUNCEMENTS

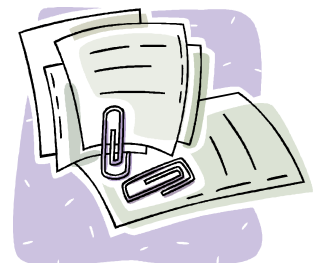
**Department of Intercollegiate Athletics Announcements.** Department of Intercollegiate Athletics will read announcements at football and basketball games over the public address systems. Announcements should be 10-15 seconds long and contain all pertinent information about the event. Announcements should be typed and sent to: Athletic Association, Publicity Director, 115 Assembly Hall, 333-1390, at least one week in advance.

### MISCELLANEOUS INFORMATION OUTLETS

**Public Service Announcements (PSA's).** Type the name of the event, date, time, location, type of event, name of sponsors, cost of admission, as well as the name of a contact person and a telephone number where someone can be reached. Type the Public Service Announcement on the back of postcards and send them out to radio stations, TV stations, etc. Get the information to the stations at least one week in advance. Be mindful that some stations require additional lead time.

**Press Releases.** This is a must for large events and income-producing events. For the DI and Buzz, contact Campus News Editor at 337-8350 or Metro News Editor at 337-8368, or e-mail [news@dailyillini.com](mailto:news@dailyillini.com).

**Feature Articles.** Occasionally local newspapers are willing to do feature articles about RSO events. Check with the following publications, as well as those listed in this section under "Illini Media Office," "Newsletters," and "Non-Illini Media Newspapers." Local papers include Centennial High Paper, Urbana High Paper, Central High Paper, and Prairie Dispatch.



## LOCAL MEDIA OUTLETS

The information that radio and TV stations require is fairly standard:

- 1) Date
- 2) Time
- 3) Place
- 4) Type of event
- 5) Sponsor

Although some of the media outlets can be called, most would prefer a postcard or letter at least one week before the event.

### RADIO STATIONS

**WCCR (1580 AM, Country, ABC) and WLRW (94.5 FM, solid gold, ABC).** For brief public events or service announcements to be run periodically. Send care of Community Calendar, two weeks in advance, P.O. Box 3520, Champaign. Call 352-4141 or email [mike@illiniradio.com](mailto:mike@illiniradio.com).

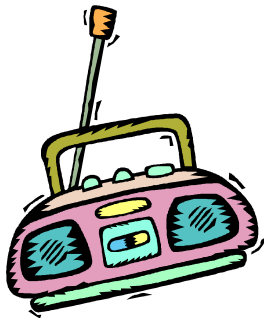
**WDWS (1400 AM, middle-of-the-road, CBS).** To add events to the community calendar, go online to [www.wdws.com](http://www.wdws.com) and click on "Community Calendar." Call 351-9797.

**WILL (580 AM, 90.9 FM, classical University station, NPR).** Send announcements c/o Cultural Calendar, 228 Gregory Hall, Urbana. No charity fund-raising announcements. For more extensive, flexible coverage, call 333-0850. Send events to [calendar@will.uiuc.edu](mailto:calendar@will.uiuc.edu).

**WKIO (92.5 FM, oldies).** Send announcements to "Public Service Announcements" 505 S. Locust, Champaign, IL 61820, or by email to [mike@illiniradio.com](mailto:mike@illiniradio.com).

**WPGU (107.1 FM, progressive rock, ABC).** Send announcements c/o Public Service Announcements, 1241 S. Euclid, Weston Hall, Champaign. For other coverage possibilities, write the Program Director at [programming@wgpu.com](mailto:programming@wgpu.com) or call 333-2016.

**WQQB (Q96).** Send announcements to [Cunningham\\_ken@hotmail.com](mailto:Cunningham_ken@hotmail.com) or call 367-1195.



### TV STATIONS

**WAND (Channel 17, Decatur, NBC).** Send a notice c/o Community Calendar, WAND, Box 631, Decatur, 62525. To appear on the live interview program, contact the station 4-5 weeks in advance (air time can be shared). To appear on the live interview program, "Community-17", aired 12:30 pm Sunday, or for coverage on the 5:30 and 10:00 local news, contact 424-2500.

**WCIA (Channel 3, CBS).** Send announcements c/o Town Crier, WCIA, 509 S. Neil St., Champaign, "Second Cup" is a five-minute taped interview, aired at 6:25 am. Contact "Second Cup" several weeks in advance at 356-8333. To appear on "Night Cap", a call-in show with guest panelists aired Monday nights, 11:30 - 12:30 pm, call the News Department three weeks in advance. For coverage on local news, call the News Department.

**WICD (Channel 15, Champaign, ABC).** Send announcements c/o Community Calendar, WICD, 250 Country Fair, Champaign. There is a five-minute taped interview aired at 8:25 am. Call 352-7673. If an event merits a news story, send a letter to the News Room.

**WILL (Channel 12, PBS).** Send announcements c/o "Community Calendar", WILL-TV, 1110 W. Main St., Urbana. The station has no news department in the traditional sense, but does produce weekly and special public affairs programs on selected issues, events, or problems. Contact the Executive Producer for public service announcements at 333-1070.



## A FEW WORDS ON POLICY

### Posting Flyers in the Residence Halls

Registered organizations can post materials in “free-will space” within University residence halls without prior approval. On all other space inside residence halls, materials must be posted by residence hall staff only. To have materials posted in non-free-will space inside the residence halls, follow this procedure:

1. Take your original flyer and make enough copies to hang in the residence halls.
2. Count your copies out by the residence hall and take the counted stacks to the Office for Residential Life located in 300 Clark Hall.
3. The staff in the Office for Residential Life will be delivered to the Residence Halls. The hall staff will see they get posted in the proper places.

#### TIPS FOR EFFECTIVE PUBLICITY IN THE RESIDENCE HALLS

**Don't forget to allow for extra front-end time.** This includes the 24-hour turnaround from the Office for Residential Life as well as travel time for your flyers to get from the Office of Residential Life to the RA's hands (estimate approximately two days).

**Follow these guidelines!** The hall directors and desk staffs will not accept flyers that have not gone through the central office. Although taking your posters directly to the residence halls may seem like an efficient way to get them into the halls, it won't get them posted and will most likely result in their being removed. Follow the guidelines to ensure that your time and money are well spent.

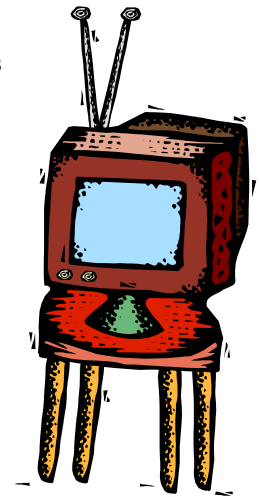
**Plan ahead to ensure your posters get space.** The Office of Residential Life tries to manage the number of postings going up in the halls so students' living spaces aren't wallpapered with flyers. If a number of groups are already posting in the halls that particular week, your flyers may not be accepted.

For this reason, we recommend getting your posters in early so they are guaranteed space.

### Publicizing on Campus Cable

If it's true that paperless advertising is the wave of the future, the Office of Residence Life is well on its way! You can adapt your poster to a Power Point slide and have it posted on the internal cable channel for FREE. What a great way to get your message across without having to deal with copy costs. Power Point software is available on the SOC computers for your use. Just follow these steps:

1. Design your advertising using Power Point. Please note that designs that have extravagant backgrounds do not transfer well to the television screen. Keeping it simple will make for cleaner compatibility and better publicity.
2. Contact the Office for Residential Life to arrange emailing your design. Or, take a disk to the Office for Residential Life (300 Clark Hall). Remember to provide a contact name and phone number as well as the dates you would like the advertisement to run. Also don't forget to give the Office a couple of extra days to load your slide and get it up and running.



## POLICY ON THE DISTRIBUTION OF HANDBILLS AND FLYERS

The distribution of handbills (i.e., leaflets), flyers, and other handout materials, by the handing of these materials to an individual, will be permitted only in the southwest foyer of the Illini Union.

The following provisions regulate the distribution of handbills, flyers, and other handout materials:

1. Only Registered Organizations will be permitted to distribute handout materials in the Illini Union.
2. No more than three organizations (one per booth), no more than two individuals per organization, may distribute handout materials at any one time. Assignment of two of the three booths is the responsibility of the Registered Organizations Office (Room 280 Illini Union). The third booth is available to Registered Organizations each morning on a first-come, first-served basis.
3. Distribution of handout materials must take place only from behind the booths in the southwest foyer.
4. Nothing in these procedures shall supersede the procedures required by the Office of Registered Organizations.
5. These procedures do not apply to the distribution of handout materials that take place inside reserved meeting rooms of the Illini Union, as long as such distribution is approved by the organization which has reserved the space.
6. Handout materials may not be left in the Illini Union for individuals to pick up, unless these materials are accepted by the manager of a specific Illini Union department.

## POLICY ON THE USE OF TABLE TENTS

Registered organizations are permitted to place table tents on the tables in the Illini Union, Food Court, Courtyard Café, and Vending Room. Policies to consider are as follows:

- Table tents may be 3-sided, 4-sided or circular with a flat base and stand no taller than 8 1/2 inches. The width of all sides should not exceed 11 inches.
- Requests will be granted on a first-come-first-served basis. Only 2 organizations can reserve space at 1 time.
- An organization may make 1 advance reservation at the beginning of each semester for a consecutive 3-day period during the semester. The same organization may then make additional reservations during the semester (for a consecutive 3-day period), but they may not be made more than 3 weeks in advance.
- The organization is responsible for placing the table tents on the tables.
- Table tents become easily defaced and destroyed during the course of a day. Therefore, it is necessary that the condition of the tents be checked each morning by a member of the organization.

Housing Dining Services will accept reservations from Registered organizations to place table tents in the Residence Hall Cafeterias. Policies to consider are as follows:

- Notice of two business days is required for approval. However, the sooner you turn in your request, the better.
- Approved table tents may be posted for a maximum of five days, beginning on Monday and ending on Saturday.
- You may not request advertisement of any one program event more than once.
- It will be the organization's responsibility to post the table tents. Posting may not be done during the hours of 11 am to 1 pm or 4:30 pm to 6:30 pm.
- Dining staff will remove the table tents at the end of the service on each Saturday.
- Table tents are to be no more than 4" x 6" inches in size. When folded, the crease should be perpendicular to the table, not parallel, so the tent stands well.
- 600 table tents are recommended, but 800 table tents are needed for every table in every dining room.
- Four table tents is the maximum amount that will be approved for posting for any one week.
- Table tents may be refused if it contains inappropriate material and/or advertising for products or businesses.

## BULLETIN BOARD REGULATIONS

Various types of posting areas and bulletin boards are provided throughout the Illinois campus to provide information to students, faculty, and staff. Registered organizations may post organization publicity materials on general, non-residence hall campus bulletin boards, without prior approval. It is the responsibility of the organizations initiating the publicity to comply with the regulations and policies of the University. Organizations wishing to post advertisements and notices in buildings other than in the Illini Union are urged to check with the appropriate college or departmental secretaries or building supervisors for rules governing posting in that building or area.

*Inside University Buildings.* Signs may be posted only on approved bulletin boards. A bulletin board is under the jurisdiction of the college, school, department, or administrative office that maintains it. Registered student organizations may distribute materials inside University buildings, other than residence halls, in common areas (e.g., foyers, vestibules, or hallways) as long as organizations do not impede traffic flow or disrupt University business such as classes, laboratories, meetings, or office work. The interiors of classrooms, auditoriums, museums, theatres, lecture halls, offices, gymnasiums, retail shops, and dining or social reception halls, as well as mailboxes, are not considered "common areas" for this purpose.



*Other University Buildings.* Certain buildings, due to the nature of the activities within them, are governed by separate policies (e.g., Ice Arena, Foellinger, etc.). For those buildings, appropriate restrictions as to time, place, and manner for distributing materials may be established by the agency responsible for the building. These may include, for example, requiring prior permission to distribute inside the building, or restricting distribution to designated areas only. Buildings hosting performance or athletic activities, such as the Assembly Hall, Foellinger, Huff Hall, Krannert Center, or Memorial Stadium, do not allow distribution of such materials past the turnstile or ticket-collection point during those activities. The agencies in charge of these buildings are responsible for implementation and enforcement of this policy and questions regarding it should be directed to them.

Only officially registered Illinois organizations may advertise functions or activities within the campus area. Occasionally, when the interest to Illinois students would be great, small notices, either commercial or from other universities, may be posted if authorized. Any organization failing to comply with these policies and procedures may lose their posting privileges as well as other privileges for a stated period of time. In addition, the organization may be charged the cost for the removal of the posters from the unauthorized location(s).



1. Registered (Student, Faculty, Staff) Organizations may post materials on Campus boards. The bulletin boards are not intended to be used by commercial advertisers, outside organizations or political candidates in non-campus elections.
2. In order to allow all users a fair and equal chance for space on the boards and provide maximum service to the readers of the boards, poster size must not exceed 10" x 14". Posters must include the name of the sponsoring organizations, the date of the event, and the place of the event. If an admission fee will be charged, the fee should be specified on the poster. Film showings must state "For U of I Students, Staff, Faculty and their guests only." Dances must state "18 years or older."
3. Individuals are responsible for posting their own materials. If desired, the Campus Mailing Center (1611 S. Oak St.) will distribute materials on a fee basis.
4. Posters should only be placed on University bulletin boards and Illiosks. They should not be placed on doors, walls, windows, trees, sidewalks, telephones, or trash cans. Improperly posted materials will be removed at the violator's expense (See ISG's "Clean Campus Policy").
5. Any legal ramifications regarding posters are the responsibility of the individual or group posting the notice.
6. All non-current materials will be removed from the bulletin boards and disposed of.
7. Questions regarding general campus bulletin boards should be directed to the Office of Facility Management & Scheduling 901 W. Illinois, Urbana (333-1230).



## DECIDING A MARKETING PLAN

When RSO's decide to market or advertise, usually more than one person is involved in developing and deciding which materials and methods should be used. Sometimes RSO's have committees dedicated to publicity and marketing. To make the decision-making process as smooth as possible, use the following steps as they apply to the development and approval of designs for posters, table tents, newspaper advertising, and other forms of printed media.



1. A marketing plan is developed that specifies the type and design of printed media. Size, quantity, due dates, extent of media selection, and budget are established and written on the marketing plan. "Copy" or the text to be printed on the materials is written.
2. Initial image, design, and copy writing is developed. A desired minimum of three or more design alternatives are developed to be presented for approval on a pre-established date.
3. Initial selection by a designated individual (such as Publicity Committee Chair or President) who either approves one of the sketches, requests modification of a design, or rejects all options. In case of the latter option, step #2 is repeated.
4. Final artwork is developed and approved by a designated individual.
5. The marketing materials are produced and printed.

Did  
you  
know?

### THE ILLINI UNION HAS A COPY CENTER!

333 Illini Union operates as the Copy Center, a conveniently-located center offering printing and copying services to all registered organizations and students. Assistance with printing, copying, and finishing is available for posters, flyers, tickets, newsletters, etc. Free delivery is available to registered organizations in the Illini Union. Services are competitively priced, which most are less expensive than outside printing centers. Special discounts are available for registered organizations.

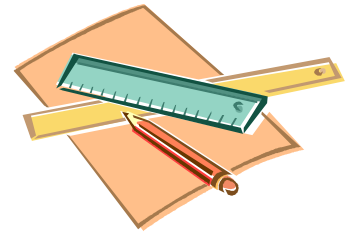
The Copy Center will charge their services to registered organizations with a valid organization fund account. I-Cards, value cards, cash, and checks are also accepted.

For printing information, call 333-7106 or visit [www.union.uiuc.edu/services/copy\\_center.htm](http://www.union.uiuc.edu/services/copy_center.htm).

Hours: Monday-Friday, 8:30 AM – 5:30 PM

## DEVELOPING A MARKETING PLAN

When developing a strategy for advertising and marketing, it is critical to develop a plan that includes details on the production as well as dissemination of the actual advertising/marketing materials. The plan does not need to be complex, but detailed enough to understand the strategy employed by the registered organization.



Here is a useful **template** for developing your own advertising/marketing plan:

	<u>Order Details</u>			<u>Budgetary Details</u>		<u>Distribution Details</u>		
<u>Medium</u>	<u>Quantity</u>	<u>Size</u>	<u>Ink Color</u>	<u>Cost Per Unit</u>	<u>Total Cost</u>	<u>Run Date</u>	<u>Location</u>	<u>Person Responsible</u>
Posters		8 1/2" x 11" 11" x 17" Other	Black Color					
Flyers		8up on 11" x 17" 4up on 11" x 17" 2up on 11" x 17"	Black Color					
Table Tents		3up on 11" x 17" 4up on 11" x 17"	Black Color					
MTD Bus Signs			Black Color					
Newspaper Ad (DI)			Black Color					
				TOTAL				

Copy (Text to be printed on all marketing materials):

Additional Information:

Event Title \_\_\_\_\_  
 Event Description \_\_\_\_\_  
 Day, Date(s) \_\_\_\_\_  
 Location \_\_\_\_\_  
 Time \_\_\_\_\_  
 Admission Fee \_\_\_\_\_  
 Sponsoring Org.(s) \_\_\_\_\_  
 Contact Info \_\_\_\_\_

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Consider using "teaser ads" - small ads with a website that drives the audience to your webpage where there is more information.

## MASS MEDIA ADVERTISING

There are two basic ways you can reach the public through the mass media and get publicity for your registered organization or event:

- 1. Buy ad space
- 2. Submit a PSA or press release

## BUYING ADVERTISING SPACE

If your registered organization purchases an advertisement, it can be pretty much guaranteed it will run and that the organization will 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.

The obvious drawback to advertising is that it's expensive. While some newspapers offer a discount for registered organizations (such as the Daily Illini), it is 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 day in a week – can be effective. Other groups take out a quarter page ad on the day of their big event. Advertising works best when it is done in conjunction with other forms of publicity, not alone.

The Daily Illini, the Buzz, the News-Gazette, and Inside Illinois are all options for promoting your events. However, the cost involved in advertising in either publication is quite prohibitive and organizations should seriously consider the effectiveness of these mediums before automatically placing ads. Make sure to ask yourself the following questions:

- 1) Who is my target audience?
- 2) How can I best reach my target audience?
- 3) What type of advertising budget do I have?
- 4) How can I make the most of my advertising dollars?



Ad space can include display ads, online ads including banner and button ads, inserts, and classified ads.

## DETERMINING THE BEST DAY TO RUN AN

First, always run ads on the day of the program. As far as other days, there is no easy answer. It varies. The best way to determine the ideal day is to do your homework about the newspaper. Newspapers will often report trends of their circulation and readership to assist in determining the "best" day to run ads. When determining the best day to run an ad in the Daily Illini, check out online where the DI reports their trends at [illinimedia.com/di/ratecard/index.html](http://illinimedia.com/di/ratecard/index.html).

**SECRETS FOR CREATING SUCCESSFUL SMALL ADS**

- Run them often.
- Make your message obvious in the ads.
- Use a border.



**AD DESIGN TIPS**

- Use upper- and lower-case letters. All caps are hard to read.
- Avoid using reverse type anywhere in the ad.
- Stick with one typeface for headlines and one for body copy.
- Make sure your typeface is large enough.
- Include a photo.



**PLACING DI ADS**

Ad space in the Daily Illini varies by a number of factors such as type, size, and ink.

RSO's receive a discounted rate on display ads.

In '03-'04, display ads were \$8.25 per column inch for RSO's.

Verify rates, deadlines, payment info, and procedures for advertising in the DI and the Buzz at [www.dailyillini.com/ratecard/general.html](http://www.dailyillini.com/ratecard/general.html).

## POSTERS AND HANDBILLS

Posters and handbills can be effective but expensive. Four-color jobs, full of photos and special graphics, cost big bucks. They can be made professionally, which can cost a lot of money. Or, they can be produced cheaply with desktop publishing software, photocopied, and distributed in mass quantities. Regardless of the way you make them, few basic principles apply.

**Posters** are usually a letter-size piece of paper (8 1/2" x 11") or larger (11" x 17") designed to be posted on bulletin boards and kiosks around campus and town. They're usually colorful and designed to catch people's attention as they walk by. Information should include who, what, when, where. Don't forget to include why someone should care. While posters are large enough to accommodate more info than other forms of advertising, be careful of putting too much content. Spend time writing the text and discussing the potential for visuals. Pictures tell a thousand words. Use the design motif (fonts, graphics, logos) that you developed during the initial brainstorming process to ensure marketing identity and consistency (often called "branding" in the biz). With posters, ask yourself— "what are we trying to communicate" - and make sure that message is obvious.

**Handbills** are sometimes synonymous with flyers in that they are designed to be distributed by volunteers to students walking around campus or passed out at large meetings. They're usually eye-catching, "quick glances." Handbills 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 someone should care. Often handbills are smaller versions of larger posters. The objective is to grab the students' attention. Once you hook them with the basic information on the handbill, then provide them a contact or place to go for more information.

### WHY WORD OF MOUTH WORKS

*The time-honored word-of-mouth technique is perhaps the oldest yet most effective way to get out the word. Instead of leaving handbills on tables, stand in high-traffic areas to hand them out and create a buzz around your event. The excitement you show will spread to others and get them excited about coming to your event.*

### WAYS TO GET AND KEEP ATTENTION

There are various methods for attracting and retaining attention. Consider incorporating these methods into your marketing pieces.

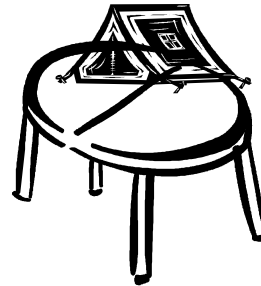
1. **Color.** Campus is saturated with posters. Make your poster stand out by using color paper and color ink. Develop a color scheme that fits the event. Use color to attract attention, to develop interest, to create desire, and to stimulate action. The value of color lies in its contrast effect and its illustrative value.
2. **Illustrations** are one of the most effective methods for increasing the attention value. A picture helps convey the message more easily, more quickly, and more completely.
3. **Headlines** are the most important words of an advertisement because approximately 90% of viewers only read headlines. Use them to assist in seizing attention, arousing interest, and attracting the target audience.
4. **Printing method.** Photocopying is not always the cheapest option. Printing may prove to be cheaper, especially for longer press runs. The quality is generally better, especially when printed from a disk file.
5. **Mail** a copy of the flyer to your local media contacts and to specific people who may be interested or just need to know.
6. **Lettering** is integral to any publicity. Lettering should be placed only that is necessary. Too much type of any piece of publicity is ineffective. Letters should be positioned to ensure optimum readability.
7. **Borders** increase attention value, lend unity and compactness, separate items, and add a decorative value.
8. **Timing of Publicity.** Give yourself plenty of time to accomplish each task in your marketing plan. Plan; acquire the necessary materials; have things printed or photocopied; post materials; and leave time for a second wave of publicity.

**Always test** your poster before copying it!  
Put it on a bulletin board and stand about 10 feet away. If it is noticeable from this distance, you have accomplished your goal!  
If not, identify why other posters stand out.

## TABLE TENTS

Advertising with table tents in either the Illini Union or the Residence Halls is a great way to promote your organization event. However, this form of advertising can be limiting and should be used only as a supplement to other advertising methods. Table tents on University tables are never guaranteed. Damaged table tents will be disposed of and removed after the events.

Be sure to have extras on-hand to replenish as needed. If you decide to use table tents, it is necessary that you receive permission from the Office for Residential Life in 300 Clark Hall or Illini Union Reservations Office in 165 Illini Union.



### Table Tents in the Illini Union

Registered organization may place table tents on the tables in the Illini Union Food Court, Courtyard Café, and in the Vending Room, with prior approval from the Illini Union Reservations Office in 165 Illini Union. There are approximately 350 tables in the Illini Union, each of which may have one table tent placed upon it.

To **reserve space** for table tents in the Illini Union, follow these steps:

1. Submit a space request form and a copy of the table tent to the RSO Office for review.
2. Once approved, bring the approved space request form to the Illini Union Reservations Office, 165 Illini Union.
3. Upon receiving the reservation, have a member of the organization place the table tents on the tables.

### Table Tents in the Residence Halls

University Housing allows registered organizations to display table tents in the dining halls, with prior approval.

When you would like to place table tents in University Housing Dining Halls, you need to **follow this procedure**:

1. Fax or mail a clean copy of the table tent to Dining Services at 244-8189 (phone # is 333-1407).
2. Along with the table tent, include a memo with the following information:  
Sponsoring organization  
Contact person and phone number  
Dates the tents will be up  
Dining Halls where the tents will be placed
3. Dining Services will call or fax back approval (RSO fax number is 265-5023).
4. On the appropriate date, take the table tents and a copy of the approval letter to each dining hall. At each hall, contact a food service manager and let them know you will be putting up approved table tents. Show them the approval letter if necessary.

#### Things to Consider

There are many things to consider when using table tents as a form of marketing and advertising.



Go to the **policy page** in this handbook to understand the specifications, policies, and procedures for using table tents **before** deciding to use them in your marketing plan.

#### Facebook it!

**Don't forget to also place ads, announcements, postings on your Facebook account.**

**For RSO-sponsored events, create a new Facebook Group just for this program.**



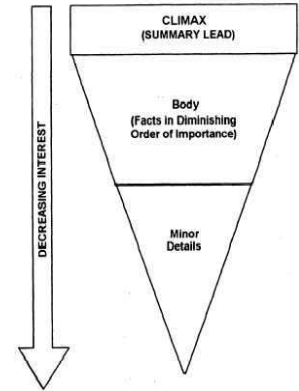
## WRITING PRESS RELEASES

Press releases can be used by any organization that has an event to publicize! The minimal amount of time it takes to put one together can mean free press (advance article) such as a photo or write-up before/after the event.

When preparing a press release, event specifics are the most important elements to include: Who, What, Where, When, etc. Include why the event is of interest to the campus and, if possible, what kind of photo opportunity is available. Write the press release in third person-active voice. Be brief and concise.

Send the release at least one week before the event – earlier if possible. Be sure to address it to a specific person. Call ahead to check the name if you don't have one available. For the DI and Buzz, contact Campus News Editor (337-8350) or

Use the “inverted” pyramid for releases.



## TECHNICALITIES OF WRITING PRESS RELEASES

There are seven basic elements that every press release should have in terms of content and how it appears:

- “FOR IMMEDIATE RELEASE”: Put these words in the upper left-hand margin of a single sheet of paper followed by a few spaces. If the press is to be run at a future date, write “FOR RELEASE” followed by the date.
- Contact Information: Skip a line or two after release statement and list the name, title, telephone and fax number of the contact person. You can use the Student Organization Complex fax number, 244-4217.
- Headline: Skip two lines after your contact information and use a boldface type.
- Dateline: This should be the city your press release is issued from and the date you are mailing your release.
- Lead Paragraph: The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as the five W's (who, what, when, where, why).
- Text: The main body of your press release where your message should fully develop. Include event details such as the name of the event, date, time, location, type of event, name of sponsors, cost of admission, if any.
- Recap: At the lower left hand corner of your last page restate your message.

## SAMPLE PRESS RELEASE

FOR RELEASE ON 08/10/06

Contact: Natalie P. Davis and J. Brooks Moore  
Office of Registered Organizations  
280 Illini Union  
1401 W. Green St.  
Urbana, IL 61801  
Phone: 217-333-3660  
Email: [iurso@uiuc.edu](mailto:iurso@uiuc.edu)

### RSO Workshop on Secrets for Success

Urbana, IL—August 10, 2006—The Office of Registered Organizations is sponsoring a workshop by Mrs. Melanie B. Hogendorp entitled: “Secrets for Making Your Organization Succeed.” The workshop will be held in the Illini Union on Friday, August 26 at 10:00 AM. The event is free and open to the public. Ms. Hogendorp was the basis of the movie “The Leader” starring Juliana Roberts. Her workshop will focus on how students can lead successful organizations.

For information: [www.uiuc.edu/ro](http://www.uiuc.edu/ro)  
Contact: [iurso@uiuc.edu](mailto:iurso@uiuc.edu)  
Phone: 217-333-3660

- end -

## TIPS ON PRESS RELEASES

- Type or write the release/neatly on group stationery or letterhead.
- Edit. Edit. Edit.
- Spell check.
- Try to capture the essence of your event or notice in very short sentences, with short words.
- In the main body of the release, answer the following 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?

## ADVERTISING/MARKETING DISTRIBUTION

In order to reach your audience effectively and efficiently, it requires a strategy for distributing your advertising/marketing materials. Whether you're advertising with posters, handbills, or DI ads, it is important you consider:

- Who is going to distribute them
- What materials will be distributed
- When they'll be distributed
- Where they'll be distributed
- How they'll be distributed



To canvas campus effectively, you may need a team from your organization to assist you in posting the marketing materials. Remember, the days you spend marketing are usually not as fun as the day of your event. Be creative and offer incentives for members who hang the most posters.

- Host a bowling party at the Illini Union Rec Room after passing out flyers
- Arrange the distribution time around dinner time so everyone can eat together in the Illini Union Food Court after hanging posters

### Staying Budget-Conscious

With over 40,000 students, the University of Illinois is a big place. Several places across campus exist where your organization can post marketing materials. While most organizations cannot afford to spare an extra dollar on unused marketing materials, knowing *how many* posters, handbills, or table tents to print is an important consideration. Planning ahead *before* you get your materials printed is the key.

The following checklists/tables suggest quantities of marketing materials to help your organization remain budget-conscious and stay within the parameters of your marketing plan.

## TABLE TENTS DISTRIBUTION

When placing table tents in the residence halls or Illini Union, it is important to plan ahead. Organizations are allowed 1 table tent per table.

In the Illini Union, there are 100 tables. In the residence halls, there are 969 tables.

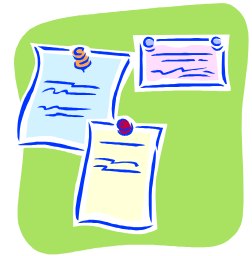
The number of tables at each place is as follows:

Illini Union	350	Busey-Evans	49
FAR	80	ISR	196
PAR	110	Gregory Dr.	127
LAR-Allen	182	Peabody Dr.	125



## ADVERTISING/MARKETING DISTRIBUTION

To help you delegate responsibilities and assign bulletin boards to members for hanging posters, the following list shows the locations of bulletin boards on campus.



### Poster Distribution Checklist

#### Registered Organizations

- ◇ Student Organization Complex (280 Illini Union)
- ◇ Cultural Houses
- ◇ Fraternities (all have mailboxes in IFC Office)
- ◇ Sororities (all have mailboxes in Panhellenic Office)

#### Student Affairs Offices

- ◇ Minority Student Affairs (130 Student Services)
- ◇ Dean of Students (300 Student Services)
- ◇ International Student Affairs (510 E. Daniel)
- ◇ IMPE (201 E. Peabody)
- ◇ McKinley Health Center

#### Academic Buildings

- ◇ Quad Buildings
- ◇ Agriculture Buildings
- ◇ Business Quad Buildings
- ◇ Engineering Quad Buildings
- ◇ Fine/Performing Arts Buildings

#### Residence Halls

- ◇ Allen/LAR/Busey-Evans
- ◇ Daniels Hall
- ◇ FAR/PAR
- ◇ Gregory Drive
- ◇ ISR
- ◇ Peabody Drive
- ◇ Sherman Hall

#### Illiosks (kiosks)

- ◇ Anniversary Plaza (On the Quad)
- ◇ By Clark Hall
- ◇ By the Undergraduate Library

#### Certified Housing

- ◇ Beckwith
- ◇ Bromley Hall
- ◇ Hendrick House
- ◇ Illini Tower
- ◇ Newman Hall

#### Misc. Campus Buildings

- ◇ Undergraduate Library
- ◇ Graduate Library
- ◇ Armory
- ◇ Rehab Center (1207 S. Oak)
- ◇ University High (1212 W. Springfield)
- ◇ University YMCA

#### Champaign-Urbana Community

- ◇ Green Street
- ◇ Johnstown Center
- ◇ Lincoln Avenue
- ◇ Wright/Daniel/John Streets
- ◇ Country Fair Shopping Center
- ◇ North Prospect
- ◇ Old Farm Shoppes

#### Types of Businesses

- ◇ Fast Food Restaurants
- ◇ Grocery Stores
- ◇ Hair Stylists/Barbers
- ◇ Laundry Mats/Dry Cleaners
- ◇ Coffee Shops

#### Public Transportation

- ◇ MTD Buses (quantity: 75)

## ADVERTISING/MARKETING DISTRIBUTION

To help you delegate responsibilities and assign bulletin boards to members for hanging posters, the following list shows the locations of bulletin boards on campus.

### MOST POPULAR BULLETIN BOARDS

<u>BUILDING</u>	<u>LOCATION OF BULLETIN BOARD</u>
Administration	Southwest Entrance Hall
Administration	East Wing of North Entrance
Altgeld Hall	Post office Lobby (South Lobby)
Bevier Hall	Near First Floor Elevator by Room 174
Burrill Hall	Southwest Entrance Near Biology Library
College of Business	East Wall of South Main Entrance N-S Corridor
Davenport Hall	Center West Entrance
English	Near Room 107B
English	Near Room 122
Gregory Hall	Near Room 108
Gregory Hall	Near Room 116
Gregory Hall	Near Room 223
Illini Union	Leave 2 Posters at the Info. Desk
Library (Grad)	South End of First Floor Corridor
Library (Grad)	North End of First Floor Corridor
Library (Undergrad)	Bottom Floor
Lincoln Hall	South End of East Corridor Near Room 108
Lincoln Hall	North End of East Corridor Near Room 192
Natural History	Center West Entrance
Noyes Lab	Center West Entrance

### LESS FREQUENTLY USED BULLETIN BOARDS

<u>BUILDING</u>	<u>LOCATION OF BULLETIN BOARD</u>
Adams Lab	Near Northeast Entrance
Aeronautical Lab	South Entrance
Ag Engineering	Near Room 100
Animal Science	Near Center Entrance
Armory	East Entrance
Bands	South End of First Floor Hall]
Burrill Hall	Northeast Entrance
Ceramics	By Southeast Door Near Room 101
Chem Annex	Near Room 103
Civil Engineering	Near West Entrance
Dairy Manufactures	Near Room 108
Davenport Hall	West Center Entrance
David Kinley Hall	North End of First Floor Corridor
Education	In Main Hall Near North Entrance
Electrical Engineering Research Lab	West Entrance
Fine and Applied Arts	Hallway Between FAA and Krannert Lounge
Freer Gym	Center West Entrance
Harker Hall	Near Room 202
Huff Gym	Hallway East of Main Entrance
Illini Hall	Near Room 112
Kenney Gym	Near Main Office by Room 201
Labor & Industrial Relations	Near Room 147
Law	Near Room 169
Metallurgy and Mining	Near East & West Entrances
Mumford Hall	North & South Ends of Corridor
Natural Resources	Near Rooms 113 & 171
Physics	South Hall by Room 133A
Physics	North Hall by Room 159
Small Animal Clinic	Leave Two at the Front Desk
Talbot Lab	Near Room 111
Transportation	Near West Entrance
Uni High School	Near Room 115
Veterinary Medicine	Near Center Entrance



**WANT TO LEARN MORE?  
VISIT [WWW.UIUC.EDU/RO](http://WWW.UIUC.EDU/RO)**

**ILLINI UNION  
OFFICE OF REGISTERED  
ORGANIZATIONS**

Student Organization Complex  
280 Illini Union  
(217) 333-1153  
[iurso@uiuc.edu](mailto:iurso@uiuc.edu)  
[www.uiuc.edu/ro](http://www.uiuc.edu/ro)  
[www.union.uiuc.edu](http://www.union.uiuc.edu)

Natalie Davis, Interim Director - RSO Office  
Lynn Bushman, Chief Clerk  
Melanie Hogendorp, Graduate Student  
Brooks Moore, Assistant Director - Illini Union

The Student Organization Complex (SOC), 280 Illini Union, offers resources for all aspects of organization management and leadership.

Monday-Thursday	8:30 a.m.—11:30 p.m.
Friday	8:30 a.m.—11:30 p.m.
Saturday	12:00 p.m.—6:00 p.m.
Sunday	12:00 p.m.—11:30 p.m.

The Illini Union Office of Registered Organizations provides Registered Organizations with useful and practical information regarding the leadership and management of the organization. The Office will assist you with:

- 1) the daily leadership of your organization
- 2) resources available to help you fulfill your responsibilities as an authorized agent
- 3) training for the development of personal and professional skills regarding organization leadership and out-of-class learning experiences

The ReSource is an organizational-based newsletter published by the Office of Registered Organizations. The ReSource will be distributed to the organization officers throughout the semester. Each newsletter will provide pertinent information to the University of Illinois Registered Student Organizations. Drafted with each RSO in mind, The ReSource has one purpose: help your organization succeed. The ReSource and the Office of Registered Organizations is committed to communicating with RSO's and providing timely and accurate information for your continued use. Please use this reference as you continue to serve your RSO and the University Community.

**union.uiuc.edu**  
**STUDENT AFFAIRS / UIUC**

