

UW-L Campus Publicity Guidelines Summary

This summarized version of the UW-L Campus Publicity Guidelines is designed to help answer the most frequently asked questions regarding publicity. These guidelines have been developed by the Student Organizations Committee and approved through the UW-L Student Association. A complete listing of the guidelines is available from Student Activities & Centers, 212 Cartwright Center, (608) 785-8866.

FLIERS FOR UNIVERSITY SPONSORED EVENTS, ACTIVITIES, AND EDUCATION

Registered bulletin boards are provided for publicity for university groups sponsoring campus events, activities, and education (ex., residence hall events, Homecoming, student organization events, departmental events, etc.). A registered bulletin board is identified by a green sign at the top of the board which reads "Registered Publicity Only." The materials need to be machine printed or of comparable quality and registered in the Student Activities Office. Each flier must be stamped (or the original can be stamped prior to photocopying) with the Student Activities Office stamp, which indicates approval for registered boards, and identifies a date for removal of the flier. For information on posting in the residence halls, contact the Residence Life Office or the individual hall directors.

FLIERS FOR NON-UNIVERSITY SPONSORED EVENTS

Un-registered (general use) bulletin boards are provided for general publicity of interest to the university population (ex., buy, sell, rent items, non-university events). Advertising for private business is restricted to information which will enhance the educational environment at UW-L and have an economic advantage for students. An unregistered, or general use, board has no identifying sign at the top. No stamp is required. These boards are cleared of undated and outdated material on a regular basis.

REQUIRED INFORMATION

All fliers should contain the name of the sponsoring organization, university department, or business; the date, time, and location of the event; and any other descriptive information. Student Association requires all fee-funded groups to include the phrase "Funded by Student Association" on all publicity.

HOW TO ATTACH FLIERS TO BULLETIN BOARDS

Fliers can be attached to bulletin boards using **thumbtacks or masking tape**. *No staples or transparent tape may be used.*

WHERE TO POST INFORMATION

Fliers can be posted on bulletin boards, located throughout campus. Publicity is prohibited on trees, light poles, garbage cans, interior and exterior walls, windows, ceilings, lights, doors, etc., of all university buildings unless authorized by the building director of that building. In all buildings, one flier per board is the guideline. Posting over/defacing other fliers is prohibited. Publicity that is larger than 8-1/2" x 14" must be hung from the bottom of the boards.

BANNERS AND TABLE TENTS

Banner and table tent space is available in Cartwright Center and Whitney Center. Campus events, activities, and education which have the potential to impact the entire campus community will have priority for banner and table tent space. For specific information on reserving banner and table tent space, or to order banners, visit Student Activities, 212 Cartwright. You can also check space availability at: http://www.uwlax.edu/SAC/Campus_Events/index.htm

CHALKING

Chalking on chalkboards located in the front of classrooms is not allowed. Colored chalk is specifically prohibited on any chalkboard. Permission from the building director is required prior to chalking sideboards in classrooms. Chalking is prohibited at all outdoor locations (garbage cans, trees, exterior walls, clock tower, etc.), with the exception of designated chalking locations for university departmental and organization sponsored events. Chalking is not allowed near entrances/under overhangs of entrance to buildings.

GUIDELINES FOR UW-L PUBLICATIONS

The university's name, seal, wordmark, and logo are registered marks of the University of Wisconsin System. They should never be redrawn, re-proportioned, or otherwise modified. The "Eagle in the L" emblem and the eagle caricature are identifiers of UW-L Intercollegiate Athletics, and are not to be used on publications or other pieces with a non-athletic focus. For more information, contact Student Activities & Centers, 212 Cartwright, 785-8866, or e-mail stuactvts@uwlax.edu.