### On Campus Publicity Guidelines

**METHODS**

- **Bulletin Board Postings**
  - Provide 7-10 copies of your flyer. Include your club name, contact phone number and e-mail.
  - Postings will be approved by the Student Life Office and posted by their staff.

- **Banners**
  - Submit a Banner Request. Include your club name, phone number, and email.
  - Banners are restricted to the Student Life Office windows and the tops of the stairways.
  - Additional paperwork needs to be filled out and a fee applies.

- **The Experience**
  - Ad should be submitted, as an article or poster that can be reduced in size.
  - Article should be typed, signed, and submitted to the Experience Office.
  - The Experience reserves the right to edit for length, content, and size.
  - The Experience Office
    - Journalism Office Rm. 601
      - ext. 3125/3359
    - This service is free of charge.

- **letters to the editor**
  - Announcement should be typed, signed, and submitted to the Experience Office.

- **weekly clubs calendar**
  - Brief factual info on event. Include your club name, on campus phone number and email.

- **LMC Website Banner**
  - LMC Website Banner
    - Student Life Office
      - Room 800A / ext. 3266
      - dlawrence@losmedanos.edu
    - Fill out a request form located in the Student Life Office.
      - Room 800A / ext. 3266
    - The Experience Office
      - Journalism Office Rm. 601
        - ext. 3125/3359
      - Eloine Chapman
        - echapman@losmedanos.edu
      - Barbara Cella
        - bcella@losmedanos.edu
        - ext. 3420
    - Requests must be submitted at least one week prior to the event.

**COMMENTS**

- **Bulletin Board Postings**
  - This service must be requested by the club advisor and sent via email to Eloine Chapman and Barbara Cella.

**WHERE TO SUBMIT**

- **Bulletin Board Postings**
  - Student Life Office
    - Room 800A / ext. 3266
    - dlawrence@losmedanos.edu

**DEADLINES**

- **Bulletin Board Postings**
  - 3 days prior to when you want the flyers put up.

- **Banners**
  - Please request banner 1 - 2 weeks before event is scheduled to take place.

- **The Experience**
  - Thursday before 4:00 pm for the next week's paper.
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**Check The Guide for more information on Posting Policies and Guidelines.**

**OFFICE OF STUDENT LIFE**

**Marketing and promoting your events can be tough.**

The Office of Student Life has acquired the following information to help you get started. We want you and your events to be as successful as possible. Feel free to stop by our office in Room 800A, next to the Cafeteria, if you have any other questions. Good luck with your events throughout the year!
<table>
<thead>
<tr>
<th>Methods</th>
<th>Materials Needed</th>
<th>Comments</th>
<th>Where to Submit</th>
<th>Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tabling in the Quad</strong></td>
<td>Club and/or event information in the form of flyers, brochures, etc… Clubs may bring sign-up sheets for recruitment purposes.</td>
<td>Clubs must schedule a table with the Student Life Office in advance. (There is no cost for clubs to table.)</td>
<td>Student Life Office Room 800A / ext. 3266</td>
<td>Schedule your table at least 1 week in advance.</td>
</tr>
<tr>
<td><strong>Student Club Flyer</strong></td>
<td>Provide 40 copies to go to all student club and student government mailboxes in the Student Life Office.</td>
<td>Prior approval needed from Student Life Office</td>
<td>Student Life Office Room 800A / ext. 3266</td>
<td>2 days prior to when you want the flyers in the mailboxes.</td>
</tr>
<tr>
<td>no larger than 8.5&quot; x 11&quot;</td>
<td></td>
<td></td>
<td><a href="mailto:dlawrence@losmedanos.edu">dlawrence@losmedanos.edu</a></td>
<td></td>
</tr>
<tr>
<td><strong>Inter-Campus Mailing</strong></td>
<td>Provide 447 copies to go to all faculty, staff, and administrators in their campus mailboxes.</td>
<td>Get prior approval from the Student Life Office before making the copies. Student Life will deliver to mailboxes.</td>
<td>Student Life Office Room 800A / ext. 3266</td>
<td>3 days prior to when you want the flyers in the mailboxes.</td>
</tr>
<tr>
<td>no larger than 8.5&quot; x 11&quot;</td>
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<td></td>
</tr>
<tr>
<td><strong>Electronic Signboard</strong></td>
<td>Brief factual info on event.</td>
<td>All requests must be LMC related; otherwise, approval must be obtained by the Marketing Director.</td>
<td>Send your email to your club advisor. They will send it to the campus.</td>
<td>Must be submitted by Monday for posting on Wednesday. Circumstances may arise that cause delays.</td>
</tr>
<tr>
<td><strong>Faculty/Staff E-News</strong></td>
<td>Email with info on event. Include your club name, phone number and email.</td>
<td>Email sent to all LMC faculty and staff. This service can only be done by the club advisor(s).</td>
<td>Send your email to your club advisor. They will send it to the campus.</td>
<td>As early as possible.</td>
</tr>
<tr>
<td><strong>Display Window</strong></td>
<td>Club and/or event information art supplies and other materials to decorate space.</td>
<td>Set up/removal must be coordinated w/Student Life Office</td>
<td>Send your email to your club advisor. They will send it to the campus.</td>
<td>Must be requested 2 weeks prior to event.</td>
</tr>
<tr>
<td><strong>T.V. Monitors</strong></td>
<td>Club and/or event information on a PowerPoint Slide.</td>
<td>Include Date/Time/Location and use graphics/images. Keep information brief.</td>
<td>Send your email to your club advisor. They will send it to the campus.</td>
<td>Must be emailed in at least 1 week prior to the event.</td>
</tr>
</tbody>
</table>

*When submitting an ICC funding request, a club must also present their plan for advertising their event to the LMC community based on the amount of the funding request. The selected advertising plan must be executed at least one week prior to the scheduled event. Failure to execute proper advertisement will result in a 10% deduction from the next attempted funding request.*

$1-$200: Bulletin Board Postings & Banners

$201-$500: All publicity on front page, plus Tabling in the Quad

$501-$700: ALL Publicity Methods

**Note:** LMC policy prohibits signs from being hung on doors.

For more information or details contact the Office of Student Life Room 800A / 439-2181 ext. 3266

Club Resources - September 2008