How to Advertise Events at USC

Some areas require approval by a representative of that area, so please pay close attention to any additional guidelines given to you by specific areas. For additional information, please contact the Information Center in the Russell House University Union at 777-3196 or the department office of the building in which you would like to advertise. See the Carolina Community Student Handbook for more information.

Banners
Student Organizations may make banners to hang on the brick wall on Greene Street. Your organization will need to provide its own tape or rope to hang these banners. If the banner comes down, the Grounds Crew is authorized to discard the banner. Consider using a shower curtain liner rather than banner paper because it will last through the rain. Any of these options must be reserved at the Information Center in the Russell House. Call 777-7127 for details.

Calendars
The USC Calendar of Events is a website linked to the University's homepage. For a copy of the form go to www.sa.sc.edu/studentorgs/resources. Submit the form to Russell House 218 to have your event listed on the USC Calendar of Events.

Each August the Mortar Board calendar is published with pertinent dates of university events and sold at all area bookstores.

Display Case
Call 777-7127 to reserve the Display case on the 2nd floor of the Russell House.

Flyers & Posters
USC student organizations and departments wishing to have items posted must have these materials to the Russell House Information Center by specific deadlines each day in order to get them hung in a timely fashion. Our Building Staff will handle the posting of these materials.

Posters must advertise an event sponsored by a registered student organization or USC department. Refer to the current Directory of Student Organizations if you are unsure whether a student organization is registered. The name of the sponsoring organization or department MUST appear on each poster.

Flyers & posters in the Russell House must be approved at the Information Center. Up to six posters may be submitted for any group, club or organization registered at USC. All posters will be posted by Russell House employees. Any posters that are put up by others without approval of the Information Center staff will be removed and discarded. Brochures or pamphlets may also be submitted to the Information Center to be placed in brochure racks. Glitter, telephone number tabs, card pouches, tear-off cards and other such materials are not permitted in most areas because of the litter problems they create. Any event at which alcohol may be served may not be advertised on campus.

Interior bulletin boards are subject to approval of the department overseeing the bulletin board. Boards that are specified for use by certain groups or departments are not available for general posting. Check with the
department office of each building for poster approval. Personal advertisements listing items for sale, for rent, rides, tutors other “wanted” items, etc. are only permitted on free-standing bulletin boards on campus. This kind of board has an A-frame roof on it.

Flyers can be distributed to the residence halls. For more information go to www.housing.sc.edu/flyerdist.asp

**Russell House First and Second Floor Digital Displays**

Only registered student organizations, academic units, University departments, or student candidates officially registered in campus-wide elections (such as Student Government office) may submit information for the digital displays located in the first floor lobby. Digital information must be pertaining to a campus event or service in or at any University owned or controlled facility. Event information will be displayed up to two weeks before the event. Information is to be submitted to the Russell House University Union Administration Office. Contact the RHUU Reservationist at 777-7127 for format specifications.

**Fundraising**

Fundraising, as it pertains to student organization, is defined as the on-campus seeking of funds or support by a student group from sources other than its members, including the procurement of supplies and other forms of support; the selling or distribution of items, material, products, or services; and the sponsorship of events where admission is charged. This includes, but is not limited to, T-shirt sales, car washes, bake sales, dances, concerts, vendors or parties (when admission fee is charged). Submit requests for approval to the Reservationist in Russell House Room 218.

**LED Board**

Student Organizations can add messages to the LED message board located at the Russell House Information Center. Fill out the LED Board form and submit it to the Russell House Information Center.

**Listservs**

Create a listserv for your own organization, send out an announcement to campus via the USC Announce Listserv.

**Campus Mail**

Sending a mailout to all student groups is one service provided to all registered organizations. Mailouts are due by Wednesday at 3:30 to go out by Friday. Call 777-2654 for the correct number of flyers needed (tri-folded). There is a small fee for this service.

**Media Outlets**

Send out press releases to The Gamecock, The State, Free Times (Amy Singmaster 739-2488), ZipSheet, Local TV & Radio Stations.

Buy an Advertisement in The Gamecock or Garnet & Black

Send your press releases to The Gamecock (sagcked@mailbox.sc.edu) or a brief announcement using the In Brief form.

Submit the WUSC-FM Public Service Request form to sawuscsm@mailbox.sc.edu. WUSC will air as many public service announcements as possible, but reserves the right to determine if the announcement will be used and to edit announcements before they are aired if necessary. Editing may be used for inappropriate language or content, announcements that exceed time
limitations (30 seconds), announcements that are for profit, or questionable aspects as determined by the public affairs office.

Design services are offered to student organizations at the University of South Carolina and advertisers that support Student Media. Outside work requests are reviewed and may be accepted based on work flow and deadlines. Work is charged by the hour. For more information, contact the Creative Director at 803.777.5094.

WRHA form - WRHA is USC's version of a premium movie channel. Between programs, a scrolling message board is posted. - http://www.housing.sc.edu/wrha.asp

Tables
Student Organization Fairs are held twice a year. This gives excellent exposure to the entire student body for your group. Have a table on Greene St./Patio/Lobby - Reserve in Russell House Room 218

Table Tents
Table tents in the dining halls - Contact 803-777-6339

World Wide Web
An officer of a student organization may go to www.sa.sc.edu/studentorgs/webspace to request a web site for the student organization. The student organization is responsible for the management of the web page. Call 777-2654 for more information.

Word of mouth
Word of mouth is the most effective and cheapest advertising. Attend the event and bring friends. Announce at other big events. Visit student organization meetings like Student Government Senate, fraternities and sororities.

Creative Ideas to advertise your organization and events:

- Announce at other big events
- Student organization meetings
- Student Government Senate
- Animals
- Annual Reports
- Balloons
- Billboards
- Bookmarks
- Brochures
- Buses
- Comment Cards
- Contests
- Coupons
- Customer Counts
- Demographics
- Discounts
- Evaluations
- Exit interviews

- Feedback
- Focus
- Groups
- Giveaways
- Goals
- Halftime announcement at athletic events
- Incentives
- Inflatable
- Interviews of Customer
- Jingles
- Logo
- Newsletters
- Observation
- Pass out Handbills
- Pizza Boxes
- Place mats
- Post Cards
- Post-Event Publicity

- Questionnaires
- Report Cards
- Sell t-shirts
- Slogans
- Suggestions boxes
- Surveys
- Teasers
- Themes
- Traffic Counts
- Turn away Tracking
- Hang flyers Upside Down