

or expressive activity, or infringes on the rights of others to engage in or listen to such activity.

Enforcement

These regulations will be administered and enforced by the vice president for Enrollment and Student Support Services and the vice president for Financial Affairs, or other university officials as designated. Students and student organizations operating in violation of these policies will be subject to disciplinary action under the Student Code of Conduct and Disciplinary Procedures.

Posting and Distributing Organization Materials

All materials to be posted must be reviewed for University Policy compliance by the Office of Student Activities. Reviewed materials will be posted/distributed in approved campus locations with the appropriate expiration date stamp.

- Bulletin boards are available for the posting of general announcements, including posters or flyers for organization events, and are clearly labeled “Student Public Announcements.” Any material posted on boards reserved for specific uses, or on other surfaces will be removed.
- Temporary signboards may be allowed in parts of walkways and buildings prior to the event, as long as they do not disrupt the flow of traffic. Such signboards must be approved by the Office of Student Activities and must be removed immediately after the event.
- One poster per event will be allowed on each public announcement board.
- Permission to post may be refused if the posting material is illegible, unclear, obscene or contrary to any policy or law; information should be neatly presented.
- Posting of announcements of any kind is prohibited on trees, walls, doors, fountains or other painted surfaces; this includes glass doors and windows. Such postings will be removed.
- Items posted by unauthorized persons will be promptly removed and discarded. Organizations that posting information improperly or without approval may be refused future posting privileges.
- Electronic postings via electronic boards and the Athens Insider may be facilitated by the Offices of Student Activities and Marketing and Public Relations.

Enforcement

This guidance will be administered and enforced by the Office of Student Activities under the supervision of the vice president for Enrollment and Student Support Services or other university officials as designated. Students and student organizations operating in violation of these policies will be subject to disciplinary action under the Student Code of Conduct and Disciplinary Procedures.

Guidelines for the Promotion of Organization Events

Program Communication

Promotion is a planned program of communication intended to promote the interest and participation of individuals. As a process, it informs, sells, educates, clarifies, exposes, excites, and involves. It serves as the vital link between the planned program and program response. Depending on the quality of the program, the promotional campaign can be one of the prime determinants of the success or failure of the program.

Publicity of a Program

“Getting the word out” is a major part of the program planning process. Hastily prepared, ill-timed promotion can be as ineffective as a program planned in the same manner. On occasion, an event may have so much potential appeal that adequate promotion may consist merely of word of mouth. Other times, the program may be so new and unheard of that it

is necessary to organize a full-scale promotion campaign to generate interest and enthusiasm for the event.

Response to Promotional Methods

Promotional techniques, whether in the form of posters, banners, flyers, ads, web announcement, ETC., will evoke a psychological response before the viewer even thinks about the message being communicated. The best promotion is that which is clean, eatable, attractive and informative. A flyer or poster that is unpleasing to the eye, poorly designed, or badly printed may be a detriment to the program rather than an asset. The character of the promotion, whatever it may be, reflects the quality of the upcoming program in the eyes of the person reading or hearing the promotion.

Questions to Consider for Promoting Events

- Audience – What is the primary audience for the promotion and program? What response is anticipated?
- Location for the Event – Where are traffic patterns? What location is best suited to the focus /purpose of the event?
- Promotion Type – Flyers and posters? Ads? Web announcements? Other alternatives?
- Appeal – Is the promotional material designed to attract attention?
- Clarity of Information – Is the promotional material clear? How much information is necessary?
- Timing – When should promotional materials be distributed/posted? Should the distribution be staggered