**Chalking On Campus**
Chalking can be done on sidewalk surfaces to promote OSU activities, causes, or events. Chalking is only allowed on flat sidewalk surfaces that are 30 feet from an exterior entrance to any facility. Chalking is **not allowed** on sidewalk that is an entry way to a building, covered by a structure (i.e. bike racks) or stairs, entryways, building exteriors, foundations, structures, etc.

**Online Marketing**

**Organization Web Site**
- Feature story
- Webpage updates

**Facebook**
- Facebook post/update
- Create an event page
- Email out event page to members (for friend invites)

**Facebook Pages and Groups (list FB pages with links)**

- SEAC Group: https://www.facebook.com/groups/226104827449552/
- #beBEAVERBOLD: https://www.facebook.com/bebeaverbold
- OSU After Dark: https://www.facebook.com/osuafterdark
- CCE: https://www.facebook.com/pages/OSUCCE
- SSI: https://www.facebook.com/osussi?ref=ts&fref=ts
- Team Liberation: https://www.facebook.com/pages/Team-Liberation/146151262089669?ref=ts&fref=ts
- MUPC: https://www.facebook.com/osumupc?ref=ts&fref=ts
- Center for Leadership Development: https://www.facebook.com/OSU.leadership?ref=ts&fref=ts
- Greek Life: https://www.facebook.com/OSUGreeks
- Unified Greek Council: http://www.facebook.com/groups/2217450626/
- Memorial Union: https://www.facebook.com/OSUMU?ref=ts&fref=ts
- Memorial Union Guest Services: http://www.facebook.com/MemorialUnionevents?fref=ts
- OSU Student Media: https://www.facebook.com/osustudentmedia
- Oregon State University: https://www.facebook.com/osubeavers?fref=pb
- ASOSU: https://www.facebook.com/asosugov?ref=ts&fref=ts
- Human Services Resource Center: http://www.facebook.com/osuhsrc
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☐ Able Student Alliance: http://www.facebook.com/groups/107414869298901/
☐ UESP: https://www.facebook.com/UESPAdvising
☐ Academic Success Center Coaching: https://www.facebook.com/OSUAcademicSuccessCoaching
☐ ISS: https://www.facebook.com/pages/OSU-Intercultural-Student-Services/337752682915605?ref=ts&fref=ts
☐ Diversity Development: https://www.facebook.com/diversity.development3
☐ Black Cultural Center: https://www.facebook.com/bccenter
☐ Native American Longhouse: https://www.facebook.com/nativeamerican?ref=ts&fref=ts
☐ Centro Cesar Chavez Cultural: https://www.facebook.com/centro.chavez
☐ Women’s Center: https://www.facebook.com/osuwomenscenter?ref=ts&fref=ts
☐ Pride Center: https://www.facebook.com/pages/Oregon-State-University-Pride-Center/18331929861?ref=ts&fref=ts
☐ CAPS: https://www.facebook.com/CAPS.OSU
☐ SHS: https://www.facebook.com/OSUstudenthealth?ref=ts&fref=ts
☐ UHDS: https://www.facebook.com/OSU.UHDS?ref=ts&fref=ts
☐ Career Services: https://www.facebook.com/CareerServicesOSU
☐ Be Well @ OSU: https://www.facebook.com/pages/BeWellOSU/171747459527765?ref=ts&fref=ts
☐ Community Relations Facilitators: https://www.facebook.com/OregonStateCrfs
☐ Everyone Matters @ OSU: https://www.facebook.com/EveryoneMattersAtOsu?ref=ts&fref=ts
☐ INTO OSU: https://www.facebook.com/into.oregonstate?ref=ts&fref=ts
☐ International Degree and Education Abroad: https://www.facebook.com/osuabroad?ref=ts&fref=ts
☐ New2OSU-International: https://www.facebook.com/groups/23846177752/
☐ University Honors College: https://www.facebook.com/OSUHonors
☐ Veterans Affairs: http://www.facebook.com/VeteransAtOregonStateUniversity
☐ DAS: https://www.facebook.com/disabilityaccess?ref=ts&fref=ts
☐ Campus Recycling: https://www.facebook.com/osurecycling?ref=ts&fref=ts
☐ Interfaith Community Service (IFCS) Group: https://www.facebook.com/groups/IFCSatOSU/?ref=ts&fref=ts
☐ OSU Up ‘Til Dawn: https://www.facebook.com/OSUUTD
Beaver Tips: Resources for Promotion of Campus Activities

Twitter Accounts (list with account names)
- SEAC: osuseac
- #beBEAVERBOLD: bebeaverbold
- CCE: OSUCCE
- MUPC: osumupc
- UESP Advising: OSU_UESP

OSU Calendars (list)
- General OSU calendar: http://calendar.oregonstate.edu/
- Student Activities Calendar: http://calendar.oregonstate.edu/osu+osu-student/
- ISOSU: http://calendar.oregonstate.edu/isosu/
- CCE Calendar: http://calendar.oregonstate.edu/cce/
- List of OSU Calendars: http://calendar.oregonstate.edu/calendars (request to add to Academic Success Center, Austin Entrepreneurship Program, Be Well Calendar, Diversity, International Students, International Students of OSU, Leadership Academy, MU, New Student Calendar, New Student Programs, Recreational Sports, Student Affairs, within Student Affairs add to ASOSU, Career Services, Memorial Union Programs and Campus Media, and Office of Greek Life, Student Activities – Residence Hall Association, Student Life, Sustainability, Sustainability Calendar, University Exploratory Studies Program, University Honors College, University and Dining Services, Women’s Center, etc.
- Request to add to issue/topic specific calendars as well

Listservs and Newsletters (list name of listserv and/or contact person to get information sent on listserv). A list of all OSU “formal” listservs can be found here: http://lists.oregonstate.edu/mailman/listinfo
- ISOSU: ISOSU@oregonstate.edu and ISOSU.Director@oregonstate.edu
- CCE/weekly newsletter: civicengagement@lists.oregonstate.edu
- Greek Life: Bob Kerr at bob.kerr@oregonstate.edu to send to Chapter Presidents, UGC, IFC, Panhellenic, NPHC
- SSI: sustainability@lists.oregonstate.edu, SSI Visibility Coordinator at SSL.visibility@oregonstate.edu OR http://oregonstate.edu/ssi/listserv-newsletter-submission
- ASOSU (staff and internship class participants): asosu.communications@oregonstate.edu, asosu@oregonstate.edu, ASOSU.Pres@oregonstate.edu
- UHDS Campus Living Newsletter: https://uhds.oregonstate.edu/myuhds/form/mf/webfixes
Beaver Tips: Resources for Promotion of Campus Activities

- Campus Living is a great way to share information about upcoming events and programs, policy updates, on-campus restaurant specials, student job opportunities and more.
- Use the online submission form or email directly to nancy.raskauskas@oregonstate.edu.

- Black Cultural Center: Black.Cult.Center@oregonstate.edu
- Native American Longhouse: NativeAmericanLonghouse@oregonstate.edu and nativeamericanlonghouse@lists.oregonstate.edu
- Asian & Pacific Islander Cultural Center: apcc@lists.oregonstate.edu and Asian.Cult.Center@oregonstate.edu
- Cesar Chavez Centro Cultural: CentroCulturalCesarChavez@oregonstate.edu
- Pride Center: Pride.Center@oregonstate.edu
- Women’s Center: womenscenter@lists.oregonstate.edu, Mirabelle Fernades-Paul at Mirabelle.Fernades-Paul@oregonstate.edu and WomensCenter@oregonstate.edu
- Be Well blog and e-newsletter: Neha.Neelwarne@oregonstate.edu and Lisa.Hoogesteger@oregonstate.edu
- Environmental Science undergraduates: enscasso@lists.oregonstate.edu
- College of Education: education@lists.oregonstate.edu, Kelly Kneece at Kelly.Kneece@oregonstate.edu
- Beavs Helping Kids: beavshelpingkids@lists.oregonstate.edu
- Blood Drive Association: blood_drive_association@lists.oregonstate.edu
- Blood Drive Volunteers: blooddrivevolunteers@lists.oregonstate.edu
- Circle K: osucirclek@lists.oregonstate.edu
- Volunteer With Kids: volunteerwithkids@lists.oregonstate.edu
- CAPS
- SHS

OSU Today (see: http://oregonstate.edu/osutoday/?p=6898)

How to submit an item for inclusion

Items may be submitted to osutoday@oregonstate.edu. The item, which can be an event, news headline, lecture or seminar or other newsworthy item, must be connected to an OSU program, department or organization. Most community events, even if they include an OSU faculty member or student, will not be included unless the event is sponsored in part by an OSU affiliated group. OSU Today is assembled daily and does not draw automatically from any OSU calendar or other source. Items must be submitted via email for inclusion. See below for specific guidelines on submission types and formats.
Upcoming Events/ Lectures and Seminars

Submissions to “Upcoming Events” and “Lectures and seminars” must be under 60 words and must include time, date, location and admission price, if any. Submissions must include a short bolded headline. Hyperlinks may be included. Events must have a direct Oregon State connection and be open to the entire OSU community.

Due to space constraints, items will appear for no longer than three days running. The event will also be run on the day of the event itself under “Today.” Specify which three days you’d like your event to appear.

Sample submission:

Science of winemaking lecture: Linda Bisson, professor in the Department of Viticulture & Enology at the University of California-Davis, will give the 2011 James M. Craig Lecture on “The Scientific Art of Winemaking: Grapes Rotted to Perfection.” She will speak on April 13 from 7 to 8 p.m. in the LaSells Stewart Center.

Print Marketing

Posters (some 11x17, 8.5x11)
- Memorial Union Reservations required (front desk)
- Memorial Union (bulletin next to ATM’s on bottom floor)
- SEAC (desk) SEAC 3- bulletin boards (located outside of SEAC, MU Concourse and Snell Hall west entrance)
- International Resource Center (located to the right once in the MU Lounge)
- For Residence Hall poster reservations
  - Dining Hall and Res Hall reservation link: https://uhds.oregonstate.edu/myuhds/form/mf/promotions
- University Housing & Dining Services (UHDS): 26 (must contact them beforehand and get permission), drop off at Buxton/UHDS main office
- Asian & Pacific Cultural Center: 2
- Lonnie B. Harris Black Cultural Center
- Centro Cultural Cesar Chavez
- Native American Longhouse
- Price Center
- Student Sustainability Center
- Women’s Center
- Intercultural Student Services
- ASOSU (offices in Snell)
- Student Leadership & Involvement (front desk)
- Fraternity and Sorority Mailboxes (Snell)
Beaver Tips: Resources for Promotion of Campus Activities

- Women's Building (bulletin to the first after entering)
- Veteran's Lounge (located to the left once in the MU lounge)
- Educational Opportunities Program (EOP) (located on 3rd floor of Waldo Hall)
- Library (bulletin board on the 1st floor next to Java II)
- Allan Bros Beanery
- Academic Buildings (approval from building manager)
  - McAlexander Field House Cadet Lounge, 2nd Floor (entrance closest to Jefferson)
  - Waldo Hall Leave with Academic Success Center, Wald 102
  - Waldo Hall CAMP/EOP, Wald 337 (bulletin board)
  - Langton Hall First Floor Bulletin Board
  - Moreland Hall Writing, Literature, Film Office, More 238
  - International Living/Learning Center INTO OSU Main Office
  - Furman (Education) First Floor Bulletin (by entrance facing Kerr)
  - Pharmacy Building Leave with Pharm 203
  - Benton Hall Take to student desk at back of Bent 104
  - Kearny Hall Bulletin board is by back elevators
  - Owen Hall Any bulletin board, first floor
  - Batcheller Hall Approve at Bat 151, post on bulletin by main door
  - Dearborn Hall Across from second floor elevators
  - Milne Computer Center South Panel by room 225
  - Kidder Hall (FLL) Bulletins by table area close to Kidd 210
  - Kidder Hall (Math) Take to Kidd 368 and Learning Center, Kidd 108
  - Shepard Hall Bulletin inside main doors to the right
  - Gilbert Hall Addition Bulletin board outside classroom
  - Gilbert Hall Take to room 153 and post outside office
  - Valley Library Floor one across from Java II
  - Magruder Hall Leave in Magr 200
  - Richardson Hall Take to Rich 119
  - Peavy Hall Courtyard bulletin to the left of main entrance
  - Crop Science Building Leave in main office CrpS 109
  - Wiegand Hall Check in at Wgnd 100 and then post on bulletin outside
  - Withycombe Hall Front hall by With 109 and take to With 112
  - Linus Pauling Science Center Bulletin across from restrooms, main floor
  - Nash Hall Take to Nash 220, Check in at Nash 104, post outside
  - Agricultural and Life Sciences (ALS) Take to 1007, 2011, 4017
  - Cordley Hall Bulletin wall in entrance directly across from Hoveland
  - Cordley Hall Take to offices 2082 and 3029
  - Hoveland Hall Hang on small bulletin in front entrance by chairs
  - Fairbanks Hall Bulletin stand by stairs
  - Women's Building Bulletin wall in entry on the right
  - Milam Hall Take to Mlm 116 and post on board outside Mlm 224
  - Kelley Engineering Center Get stamp in 1148 - they will tell you the two places to post
  - Ballard Extension Hall Post on general bulletin board on each floor
Beaver Tips: Resources for Promotion of Campus Activities

- Hallie Ford Center Main floor bulletin board (by 26th street entrance)
- Burt Hall First floor bulletin board
- Wilkinson Hall First floor bulletin (under appropriate section heading)
- Weniger Hall Bulletins outside Wngr 120
- Bexell Hall Deliver to Career Success Center, Bexl 209 (10 copies)
- Gilkey Hall First floor bulletin and take to Gilk 213
- Strand Ag Hall Academic Programs, StAg 137
- Strand Ag Hall University Honors College, StAg 229

For information about how to make reservations in the MU see: http://mu.oregonstate.edu/reservations/advertisingspace

- Table Tents, 4x6 (need to reserve space with MU Reservations, free to reserve)
  - **Table Tents** Locations: MU Mezzanine (22 holders), Commons (95 holders), MU Concourse (22 holders); maximum reservation time is **2 weeks**; reservations accepted per term start dates (see above.) Table Tent holders will accommodate a **4''x6'' ad (width x height)**. Reservation is forfeit if not installed within 48 hours of reservation start date. Sample table tent must be brought to Guest Services, 112 MU before installation on site.
  - A sample of your table tent must be provided to MU 112 before you install you advertisement.
  - Table tents are installed by the guest in **4''x6''** plastic holders provided by MU with locations on the Mezzanine, Concourse level study tables and Commons tables.
  - Concourse & Mezzanine Table Tents = 22 total/each
  - Commons Table Tents = 95 total

For Dining Hall table tent reservations
- Dining Hall and Res Hall reservation link: https://uhds.oregonstate.edu/myuhds/form/mf/promotions
  - West: 140 double or single sided
  - McNary: 100 double or single sided
  - Arnold: 70 double or single sided

- MU Large posters/easels/bulletin boards in MU Lounge area (need to reserve space with MU Reservations, free to reserve)
  - **Concourse Easels** Location: #1-6, MU Rotunda Stairs and 1st Floor Concourse; maximum reservation time is **2 weeks**. This Ad Space in only for the advertisement of dated events, and is not for the display of general information. Reservations accepted per term start dates

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(see above.) These stands hold posters of a **maximum size of Height 50”, Width 24”, Thickness ¼”**; and are best displayed if mounted on lightweight paperboard or foam board. #1,2a – quad facing; #1,2b – MU lounge facing, #3,4,5,6 – at entrance to MU lounge.

- **Concourse Easels must be used to advertise dated events, and are not available for the display of general information.**
- **Basic Ad Space Use Guidelines apply.**
- **Maximum size allowed is 50” in height, 24” width, and 1/4” depth.**

**MU Bulletin Boards** Location: Display Cases #1-6, MU Mezzanine Hallway; maximum reservation time is **2 weeks**; reservations accepted per term start dates (see above). **Maximum size: Height 33.5”, Width 58”** Displays must include the name of the sponsoring organization, a designated contact person and a current email or phone number for that contact person. Cards for this, and keys for the cases are provided at MU Guest Services upon the guest’s check in for installation. Case keys must be returned immediately after installation, and can be signed out again should changes be necessary during the reserved period.

- **Bulletin Board displays must include the name of the sponsoring organization, a designated contact person, and a current email address or phone number for that contact person.**
- **Bulletin Boards are glass enclosed, locking cases. Keys must be signed out at MU 112**
- **The size of a case is 33.5” in height x 58” width and is shallow.**
- **Basic Ad Space Use Guidelines apply.**

- **MU Large poster in MU Commons area (need to reserve space with MU Reservations)**

  **Commons Windows** Location: West side of Commons; maximum reservation time is **1 week; maximum size is 29” in height and 51” in width per pane**; this **Ad Space only available for advertising open events on campus.** Reservations accepted per term start dates (see above.) Two panes are provided, one for the Ad to face inside, and one for the Ad to face outside--which requires one pane be painted in reverse. Only paint provided by the MU can be used; paint and supplies provided at MU Guest Services. Reservations begin on Sunday & must be painted between 3pm-11pm; and will be removed by MU Custodial Staff at the end of the week. An instructional handout will be provided to guests and specifies the two panes to which the Ad Space is limited.
Beaver Tips: Resources for Promotion of Campus Activities

- Commons Windows are only available for advertising open events on campus.
- Ad is installed on inside surface only. Two panes are provided, one for the Ad to face inside, one for the Ad to face outside, which requires one pane to be installed in reverse.
- Size of each pane is 29" height, 51" width.

- MU Sandwich Boards- reserve with guest services
- MU Banner Display- outdoors South west side of commons area.

- Barometer ads
  - Contact Barometer for updated costs,
    http://www.dailybarometer.com/advertise

Announcements

- Barometer Calendar (free)

- KVBR FM PSA (free): Fill out form in Snell

- Gazette Times Free Advertising
  - FYI: Community Calendar. Info: Name of Event, Date of Event, Time of Event, Location of Event, Cost of Event, and Contact information for additional information
  - Deadline: 11am; 2 days prior to the event
  - Contact: Rhett Register, Phone: 541-758-9524, Fax: 541-758-9505, news@gtconnect.com
Digital Marketing

TV Axis/AV Slides
- MU, $30/week (need to reserve space with MU Reservations)
  - 8.5x11 landscape orientation PowerPoint slide as template
  - Email to Kent Sumner at Kent.Sumner@oregonstate.edu
  - Axis TV Slides run one week, appearing on the screens for 5 seconds over 480 times each day. Still copies of all slides can also be viewed at: mu.oregonstate.edu/slides
  - You must provide your Ad in the following format: an 8.5" x 11", landscape/horizontal jpeg or ppt file emailed to: Kent.Sumner@oregonstate.edu
  - Reservations are 1 week each. Cost is $30 per reservation. Student Groups need to prepay for this Ad Space.

- Career Services
  - 1366 x 768 pixels (1366 width, 768 height), file format must be jpg.
  - Contact

- RecSports/Dixon (about $50/week)
  - 611 x 769 pixels vertical
  - Contact Wendy Little, Marketing Coordinator, at wendy.little@oregonstate.edu

- University Exploratory Studies Program (UESP)
  - 1920 x 1080
  - The best dimensions are a vertical poster that’s either 8 ½ x 11 or 8 ½ x 14. But I can also run horizontal 8 ½ x 11 posters too. They just don’t cycle through as quickly.
  - Contact Noreen Siddiqui at Noreen.Siddiqui@oregonstate.edu

- Intercultural Student Services (slide should be horizontal, pdf) email Maleah Harris at Maleah.Harris@oregonstate.edu or Caitlin Kerrigan at Caitlin.Kerrigan@oregonstate.edu

- Student Health Services
  - 1920 x 1080 pixels (1920 width, 1080 height)
  - Contact Colleen Schlonga at Colleen.Schlonga@oregonstate.edu

- Disability Access Services
  - 1920 x 1080 pixels (1920 width, 1080 height)
  - Contact

Texting
- Have all members text 20+ friends 20 minutes before an event to invite them/remind them about the event
Advertising in RecSports

- Advertisement in RecSports Quarterly Schedule
- Banner in RecSports facilities / events
- Plasma screen ad in RecSports facilities
- Promotional table in RecSports facilities / events

Recreational Sports offers a wide variety of programs, services, and events. Other partnership opportunities are available upon request.

Please contact the RecSports Marketing Coordinator for pricing and all other inquiries. Wendy Little, Marketing Coordinator, 541-737-7096, wendy.little@oregonstate.edu

Advertising in UHDS

Below are the promotional opportunities available in UHDS facilities. To utilize these opportunities, folks must complete the online promotion request form, located here: https://uhds.oregonstate.edu/myuhds/form/mf/promotions. One can request to utilize several different opportunities (e.g., tabling in a dining center and a flyer posted in the residence halls) for the same event using this form.

UHDS staff will be in contact within 2-3 business days of submission to request any additional information needed and/or provide next steps for the requester.

These requests must be submitted for all promotional opportunities, including flyers. Please make requests at least five business days in advance.

Promotional opportunities (click on each for more information and specific requirements)

- Beaver Movie Channel Advertising
- Social Media Advertising
- Chalking – External Sidewalk Surfaces
- Tabletop Displays/Table Tents - Dining Centers
- Event Tables/Information Tables – Service/Dining Centers
- General Bulletin Boards/Posting Areas – Halls/Co-ops, Service/Dining Centers

Please note, you can find all of this information here: http://oregonstate.edu/uhds/marketing-and-promotion-uhds-facilities. The link to the promotion request form is located at the top of the page.

Thanks to the CCE & StuAff Marketing group for providing information.
Last edited by the SEAC 8/13.