



PUBLICIZE

There are plenty of options to publicize your events on campus. Here are many of the ways to get the word out!

I. Free Resources for Student Orgs

The Center for Student Involvement (CSI) offers:

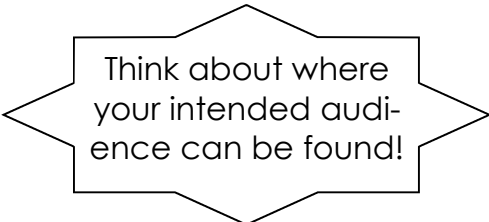
- Free consultations** on publicity and logistics by SILCs at the One Stop desk
- Creation Station** facility with paints and paper! Your org can make up to 2 six-foot banners to hang up around campus (open 8am-5pm, M-F)
- Library Walk, PC Plaza, & Town Square spaces for student orgs to host an Information Table. Reserve a space through OneStop!
- Opportunities to have an Info Table at CSI-hosted events each quarter

Campus Calendars to add your event to:

- Student Flyers: <http://studentflyers.ucsd.edu> (Click 'Submit')
- UCSD Event Calendar: <http://calendar.ucsd.edu> (Click 'Add an Event.' You will have to register. Also check out the 'Related Calendars' link!)
- The Guardian Calendar: E-mail event info to: ucsdcalendar@yahoo.com

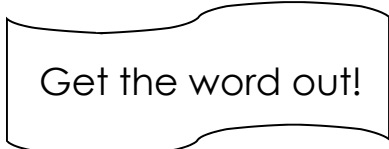
Other free advertizing spaces open to your org:

- Tritonlink Teaser: <http://tlteasers.ucsd.edu/request.aspx>
- PC Marquee: <http://universitycenters.ucsd.edu/services-marketing.php>
- Campus TV/Radio: UCSD-TV: ucsdtelevision@ucsd.edu; KSDT: nsatake@ucsd.edu
- UCSD Shuttle Marquees: <http://parking.ucsd.edu/shuttle/shmsgfrm.html>
- Contact these e-mail listservs to request that they distribute your message:
 - Student Organization Member Listserv: studentorg-l@lists.ucsd.edu
 - Transfer student listserv: transfer-l@ucsd.edu
 - Associated Students listserv: ascouncil@ucsd.edu
 - Community service listserv: communityservice-l@ucsd.edu
- Residence Halls: Contact the colleges for the names of Resident Advisors/ House Advisors, and ask the RAs/HAs to tell their residents about your event
 Reville Res Life: 858-534-3025 Muir: 858-534-4200 Marshall: 858-534-4340
 Warren Res Life: 858-534-4581 ERC: 858-534-2261 Sixth: 858-822-5268
- Flyers: **Posting your flyers on campus is free!** Just search for and review the posting policies at <http://adminrecords.ucsd.edu/ppm/docs/510-1.12.HTML> to avoid fines! Use blue masking tape to hang your flyers.



Publicity To Do List:

- Consult with a SILC
- Confirm event details
- Utilize free PR resources
- Consider placing ads
- Enjoy a successful event!





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II. Nearly Free Resources for Student Orgs

A. Graphic Design & Merchandising

- **A.S. Graphic Studio!** To design the perfect and professional logo, flyers, posters, banners, postcards, t-shirt design, print ads, or invitations for your org! \$15/hr student rate, call (858) 246-0972 for more info!
- **UCSD T-shirt Printing!** Advertise your event with custom T-shirts from the Crafts Center! 2nd level of Student Center, open weekdays 10 a.m. – 5 p.m. Call (858) 534-2021 or e-mail craftscenter@ucsd.edu.

B. Paid Advertising

- "Get Involved!" Booklet: Sent to all incoming first year and transfer students each summer. E-mail getinvolved@ucsd.edu.
- The Guardian: <http://www.ucsdguardian.org/advertising/>
- Facebook: www.facebook.com/home.php?#/advertising/
- Parking Structure Banners: Order a parking structure banner! Call the Sign Shop at (858) 534-1408 to place an order.

III. Off-Campus Ideas & Opportunities

- La Jolla Village News: (Golden Triangle Edition) (858) 270-3103.
- La Jolla Light: (858) 459-4201.
- San Diego Union Tribune: To advertise, call (619) 293-1544 .
- Radio Stations: Price and contact info list: <http://www.gaebler.com/Cost-of-Radio-Advertising-In-San+Diego---CA>
- TV Stations: <http://www.stationindex.com/tv/markets/San+Diego>

Use this space to start brainstorming your Publicity Plan and to-do list! (or to write down notes from your SILC consultation!)