UC Merced On-Campus Publicity Checklist

The key to publicity success is planning ahead and starting projects early. Two months before an event is optimal, especially if your project requires graphic design and/or printing services.

The UC Merced University Communications office is here to help you with publicity ideas, design, editing and feedback. However, it's up to you to contact the appropriate person — ahead of time — to arrange for installation of publicity items and scheduling.

1. Electronic bulletin boards in the Leo and Dottie Kolligian Library

There are four active digital displays in the Kolligian Library:

- one on the second floor in the West Wing
- three in the East Wing inside the library itself

The library accepts content for display on digital signage in the library from academic divisions, Student Affairs and University Communications using the online submission form.

Announcements from student organizations must be submitted through the Office of Student Life using the student online submission form.

The digital signage can display images, video and sound. The following file types are supported:

- Dimensions: Files should be 1280w-by-768h-pixels
- Video: MP4
- Image: jpeg or PNG
  - Keep content brief and to the point: what, who, when, where and how.
  - Limit one announcement, event or feature per slide.
  - Each slide should have a headline.
  - Text should be 18 point or larger. Use bullets for readability. There's no specific word count, but headlines and bullets points are much more effective. Keep in mind that each slide is displayed for a number of seconds and people will view them in passing.

- The library will consider proposals for digital art exhibits on one or more monitor(s) following the same guidelines as other exhibits.

How to do it

Academic units, Student Affairs and University Communications should [submit this form to request a digital sign](#). Students and student organizations should send submissions to the Office of Student Life using [the online submission form.](#)

Submissions must be submitted at least one week before the desired posting date and specify the requested posting dates and duration. Library staff members determine where they will post the submissions, depending on availability.

[View the digital signage gallery.](#)

2. Electronic Bulletin Boards at the Students First Center

The Students First Center manages three large digital displays in the lobby outside the center. New content is posted the first and third Tuesday of every month. Submissions must meet the following criteria:

- For optimum viewing, submit w1280 x h768-pixel gif or jpeg files.

- The digital signage also supports .wma, .wmv, and Powerpoint files.

- Text must be size 18 point or larger

How to do it

Submissions from staff, faculty and student organizations are due on the first and third Thursday of each month. Submit files to [Michael Abarca](#).

3. Posters, Banners and Fliers

Announcements in the form of posters, banners and fliers must be submitted through the Office of Student Life at least two weeks in advance of putting up posters, banners and fliers.

With adequate notice and formal job requests (through [Jennifer Biancucci](#)), these can be designed by University Communications or an outside vendor and copied or printed.

How to do it

Consult the Office of Student Life (209-228-5433) and/or the Student Handbook for details, but basically:

- Talk with the Office of Student Life about distribution and litter-control plans;
- Get approval from the Office of Student Housing if you plan to distribute in that area;
- Don't damage university property;

- Get banners approved by Student Life at least three business days before the event. Banners cannot be larger than 5 feet long and 4 feet wide;
- Don't cover other event advertisements;
- See the Office of Student Life for the particular regulations for each type of banner, flier or other literature;
- Make sure your banners, fliers and posters are removed within 48 hours of the event's end;
- Anything posted needs approval from Student Life and has to have contact information on it;
- Acceptable notices: Those by recognized student organizations/groups, schools, offices and departments; announcements related to activities, special events, university-related services and fundraising activities; public notices regarding the occasional/incidental sale of personal property belonging to students and employees of the university; from those offering education-related services or information of interest to UC Merced students, faculty and staff; campus elections; nonprofit or commercial, private or public groups – as long as the postings receive approval; advertisements, posters and literature related to events/goods/services for commercial and non-commercial purposes.

The Office of Student Life requires at least two weeks' notice.

Approved areas vary by the type of posting. The Office of Student Life has the list of approved posting areas, so check when you go to that office to get your posting approved.

Nontraditional displays and decorations, such as sandwich boards, table displays, aerial displays and balloon arches, can be approved for display for a maximum of two weeks. A written proposal outlining the purpose, time period, location(s) and materials to be used, must be presented to the Office of Student Life for approval at least one week before the desired posting/display date. Additional approval from the office of Facilities Management/Physical Planning Design and Construction may be required.

For banners, fliers and posters, here's a list of what is not acceptable:

- Distribution on stairs or landings;
- Impeding traffic and normal activities;
- Blocking entrances, exits, walkways or emergency routes or conducting activity closer than 25 feet from any entrance/exit, parking lot, staircase, landing or roadway;
- Posting anything, putting up tables, booths or other advertisements without prior approval of the Office of Student Life;
- Placing fliers, announcements or literature of any kind on automobiles or under their windshield wipers on university property;
- Leaving fliers, announcements or literature of any kind unattended on campus grounds or in classrooms. Literature may be handed to people or posted

appropriately in designated areas for their information, but it may not be left for others to pick up;

- Using classroom chalkboards/dry-erase boards for posting;
- Chalking on sidewalks;
- Using glue, paste, nails, duct tape or any other form of destructive mounting;
- Posting in or on campus buildings, sidewalks, trees, bridges, bike path railings, windows (except as approved by specific departments), traffic signs, fixed poles (except the approved banner slots on the Scholars Lane light posts), blue light poles, lamp poles, doors, fountains, benches, trashcans, shrubbery; writing, posting or taping directly on sidewalks, paths or on the exterior or interior surfaces of buildings or walls with any material

Individuals or groups responsible for posting violations may be charged a fine, required to pay the actual cost of cleanup, and/or issued a written warning. Repeat offenses may result in more extensive fines and the loss of organizational privileges.

Banners along Scholars Lane
The fabric banners on light posts along Scholars Lane are available, but there are specific rules.

How to do it
The banners must be approved by University Communications and must be 2 feet wide and 51 inches long, with a 3.5-inch hem on each end to allow for placement through the support bars.

Facilities will install these. Submit a [work request](#) to FM Help. **They require pre-approval, an FAU and at least four weeks lead time to schedule for installation.**

4. Dining Center Tabletops
There are approximately 40 plastic holders for fliers that are 5 inches wide by 7 inches tall. The Yablokoff-Wallace Dining Center staff will insert the fliers and remove them, but each request must have a date when the fliers are to be removed. All fliers, tri-folds and other table tents must be approved. Each request must include the date the posting is to be removed.

How to do it
Contact food services manager Jason Souza via [email](#) or at 209-205-8609.

For fliers in the plastic holders, dining needs a week's notice to reserve a spot. Rarely will last-minute requests be accommodated. For printed tri-folds or other table tents, dining needs at least two days' notice to give staff members time to clear old materials and make sure there are no conflicts.

Lantern tabletops
Not allowed per the librarian.

5. Campus Online Events Calendar
University Communications and the Office of Information Technology have a dynamic, interactive online calendar that informs current and prospective students, the campus community and the public about upcoming events on campus.

How to do it
Students, staff and faculty can log in using their UCMNetIDs and passwords to submit event notices. Once approved, the event will appear on the Events Calendar and may be promoted on UC Merced's homepage. It also allows for departments to use RSS feeds from the site to fill a calendar on their own Web sites.

For more information contact Lorena Anderson via email or at 209-228-4406.

6. Happenings on the UC Merced Portal
The Happenings channel at https://my.ucmerced.edu is the core means of electronic distribution for campus information. Users can subscribe to different types of announcements they want to see and/or receive in their email inboxes.

How to do it
Announcements can be added to Happenings by designated publishers in each division of UC Merced. If you need to find the publisher in your unit, contact Veronica Adrover via email or at 209-228-4432. If you need to become a publisher, your dean or director should contact Veronica to authorize you. Upon authorization, you will receive instructions for how to publish announcements to Happenings.

Remember to use the UC Merced Editorial Style Guide to check spelling, grammar, punctuation and capitalization.

7. Web Stories
Web stories are handled by University Communications and are generally published twice a week. Stories are appropriate for certain campus programs, such as UCDC, student regent nominations, etc., but not for most events.

Contact Scott Hernandez-Jason via email or at 209-228-4408 with story ideas. Each will be handled on a case-by-case basis. The story calendar is updated monthly, but the more lead time you can provide, the better.

8. Student newspaper – The Prodigy

The Prodigy is published twice a month during the school year by a staff of students who volunteer as writers, editors and photographers. Editors need at least four weeks' notice to get assignments out to writers. Guest columns are always welcome.

Also, The Prodigy sells color and black-and-white advertising space in a variety of sizes. Campus advertisers receive special rates. Advertisers must submit print-ready ads in PDF format.

Contact information can be found online.

9. Panorama

Panorama is the bimonthly electronic newsletter for faculty and staff. If you have an event listing, brief or accolade you would like to be considered, contact Scott Hernandez-Jason via email or at 209-228-4408.

The publication is distributed every other Friday. Content is due two weeks before publication.

10. Update

Update is a monthly electronic newsletter sent to alumni, donors and other campus friends. If you have an event listing or story idea you would like to be considered, contact Brenda Ortiz via email or 209-228-4203.

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