

# Ball State Resources for PR and Marketing



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## **MARKETING AND PUBLIC RELATIONS VENUES @ BALL STATE**

### **Word of Mouth**

Many organizations forget that personal invitation is the most effective way of promoting interest in an event. Talk about the program and build excitement for it. Use every chance you get to invite someone.

### **Co-sponsorship**

When planning a program or event be sure to think of other Ball State offices or student organizations. There are more than 300 organizations that may have the same interest in programs or philanthropies that you are planning. Student organizations including Spectrum, LSU, Late Night, Golden Key, SGA and many more may be interested in cosponsoring with your organization. In addition, a Ball State office may be interested including offices such as the Career Center, Counseling Services, the Health Center, Athletics, the Learning Center and many more. Also, consider what Muncie community organizations or businesses may also be interested in co-sponsoring your event, community service or philanthropy.

### **BSU Website**

Utilize the BSU website by getting events posted on the university calendar. Post your event on the university website by entering info at this link <http://www.bsu.edu/studentlife/form/0,-1638,00.html>

### **Ball State University Marketing and Communications Department**

The Office of University Marketing and Communications raises public awareness of, understanding of, and appreciation for Ball State. It provides a full range of communication, marketing and media relations services to university departments and organizations, including communication planning and analysis, editing, design, media relations, photo services, video production and web site consultation and creation. To contact the Marketing and Communications Department call (765) 285-1560 or e-mail them at [umc@bsu.edu](mailto:umc@bsu.edu).

### **News Center Web site**

The News Center Web site is produced by University Marketing and Communications. The purpose of the site is to highlight the latest news and events at Ball State University. To make comments or suggestions about the web site you can contact them at [bsunews@bsu.edu](mailto:bsunews@bsu.edu) or (765) 285-1560.

### **Photo Services**

Is a division of University Marketing and Communications that takes and provides official photos of campus and campus events and people. The Photo Services website provides print-quality photos for easy downloading. For more information call (765) 285-1571 or visit their website at <http://www.bsu.edu/photoservices/>.

### **Facebook**

Ensure to create groups and invite as many potential members to join as possible. Ensure that the group has weekly updates.

### **Posters & Flyers**

Post flyers throughout campus in many different locations. Flyers are in open to be posted in any academic building without approval. If you hang flyers or banners on departmental bulletin boards, you must ask the department for approval before hanging it. Please contact each department for approval. To post flyers or posters in the Student Center they must be approved by Charlie Scofield ([cscofiel@bsu.edu](mailto:cscofiel@bsu.edu) or (765)285-1850). They are not to be attached in any way to poles, doors, windshields, walls, windows or other university property.

## **Leaflets & Handbills**

These and similar materials may be distributed directly by hand to other persons or through campus mail (must be addressed). They are not to be attached in any way to poles, doors, windshields, walls, windows or other university property.

## **Classroom Chalking**

Chalk/Marker advertisements are allowed in top right corner of classroom boards. Professors have the right to erase messages if space is needed for classroom instruction (you may want to put “do not erase” in the announcement so the custodial staff does not erase the message).

## **Websites**

Create a website about an event or create a page of your main chapter website with an easy to remember address for non-Greeks to remember. Use handbills to tell people to visit the website for more information.

## **Hats, t-shirts, buttons, tags, candy suckers, clothespins and sandwich boards**

These are great publicity seekers and are permitted on campus. Make any of these and have your members participate by wearing them or handing them out.

## **Flyswatter**

The flyswatter between the North Quad and Burkhardt buildings is used heavily for banners. Banners may be placed on either the north or the south sides of the flyswatter. Contact Charlie Scofield at [cscofiel@bsu.edu](mailto:cscofiel@bsu.edu) or (765)285-1850 to reserve the space. Two people are needed to hang or remove a banner. If another group’s banner is already on the flyswatter, remove it and take to it the Student Center Office when returning the key. The key must be returned to the office by 5p.m. Banners should be taken down by 5p.m. on the last scheduled day or at 8a.m. the following morning. It is essential that someone from Greek Life remove our banners since the next group may not return it.

## **Banners**

Banners may be hung on the Student Center. Banners may be displayed on the north side of the Student Center. Contact Charlie Scofield at [cscofiel@bsu.edu](mailto:cscofiel@bsu.edu) or (765)285-1850 to reserve a space on the Student Center. The student center staff will hang and remove the banner.

## **Information Tables**

Utilize Information tables at the Student Center, Atrium, Scramble Light (contact for more information Charlie Scofield at [cscofiel@bsu.edu](mailto:cscofiel@bsu.edu) or (765)285-1850), Library, any other location where student travel may be high.

## **Student Center Marquee**

Marquee located in the front of the Student Center can advertise any event in the Student Center. To have your event placed on the marquee contact Charlie Scofield at [cscofiel@bsu.edu](mailto:cscofiel@bsu.edu) or (765)285-1850.

## **Daily News**

Advertise and be interviewed for articles in the newspaper. (Thursday is the highest circulation day, so try to get something in the paper that day). Speak with the Greek life writer for the most accurate article. Email the Daily News for info on how to get an item in the “Days Ahead” column, [daysahead@bsudailynews.com](mailto:daysahead@bsudailynews.com) or call them at (765) 285-8247. “Days Ahead” announcements must be submitted a day ahead by 1p.m to AJ 276. Each day must have a separate form submitted for multiple day events and can run up to three days.

## **Ball Bearings**

An online multimedia publication in the journalism department at [www.ballbearingsonline.com](http://www.ballbearingsonline.com). From features to games, we are the place to look for interactive stories about Ball State and Muncie. For more information, contact Jacquelyn Wilson, Editor-in-Chief, 989-859-4501 or at [ballbearingsonline@gmail.com](mailto:ballbearingsonline@gmail.com).

## **Student Organization Mailboxes**

Bring your flyer to SC 133 for approval and Stacey or Maria can get you labels (count approx. 330—one for each org.). There are approx. 125 with mailboxes at the Office of Student Life and another 205 with campus mailing addresses.

## **Table Tents**

Contact Lorri Markum at 285-1852 or [tabletents@bsu.edu](mailto:tabletents@bsu.edu). Send an electronic file of the file to her as only a .jpeg, .pdf, .psd or .tif. All ads must be received *no later* than 12:00 p.m. (noon) the Monday *before* the week it is to run. Spaces are reserved on a first come, first serve basis.

## **WWHI/WCRD Radio 91.3 (also broadcasts online and simulcasts on channel 57 in the residence halls)**

To advertise on their website or on air, contact their Sales Manager at [wcrd@bsu.edu](mailto:wcrd@bsu.edu) or (765) 285-1467. To be interviewed contact [wcrd@bsu.edu](mailto:wcrd@bsu.edu) or (765) 285-1467.

## **Indiana Public Radio WBST 92.1 Muncie/WBSB 89.5 Anderson/WBSW 90.9 Marion/WBSJ 91.7 Portland/WBSH 91.1 Hagerstown-New Castle**

Indiana Public Radio and National Public Radio (NPR) affiliate. To contact them you can reach them at Telephone: 765.285.5888, Toll Free: 800.646.1812, News Facsimile: 765.285.NEWS, Facsimile: 765.285.8937 or at [ipr@bsu.edu](mailto:ipr@bsu.edu).

## **Residence Hall Channel 55**

Have slides put on Channel 55 while movies are not playing. Contact Cindy Miller at (765) 285-8103 or send an electronic file to [ATHOME@bsu.edu](mailto:ATHOME@bsu.edu). Fill out a slide request form from their office and it must be submitted to the Housing and Residence Life Office two weeks before posting.

## **WIPB, Channel 49 (PBS affiliate owned by Ball State over-the-air PBS affiliate carried on more than 30 cable systems)**

Contact [pwest@bsu.edu](mailto:pwest@bsu.edu) to volunteer for TeleSale to assist. They also look for assistance with WIPB Kids Ready To Learn Fair, family events and other activities as needed. Contact [lgeorgi@bsu.edu](mailto:lgeorgi@bsu.edu) to assist with programs and events. You can also contact WIPB at (765) 285-1249.

## **Channel 57 (Cardinal Vision)**

The student-run television station operating from Ball State University in Muncie, Indiana. All shows are student produced. To contact Cardinal Vision 57, email them at [cardinalvision57@gmail.com](mailto:cardinalvision57@gmail.com) or (765) 285-2424.

## **Connections Live**

Emmy Award-winning, student run, faculty-supervised half-hour entertainment television magazine program shown on WIPB Channel 49, Cardinal Vision Channel 57 and is now on iTunes. For more information, contact the faculty advisor John Dailey 765-285-1075 or [jdailey@bsu.edu](mailto:jdailey@bsu.edu).

**NewsLink Indiana**

A news service for East Central Indiana. NewsLink reporters and photographers cover Grant, Blackford, Jay, Randolph, Wayne, Henry, Madison and Delaware counties. NewsLink Indiana reports can be read on their website heard on Indiana Public Radio and viewed on WIPB-TV. To contact NewsLink's Managing Editor, Sy Jenkins, by phone at (765) 285-4689 or at [sjenkins@bsu.edu](mailto:sjenkins@bsu.edu).

**WLBC 104.1**

Muncie radio station that is home to Ball State athletics. You can contact the station by phone at (765) 288-4403, facsimile (765) 288-0429 and Bruce Law, VP/Market Manager at [bruce.law@bybradio.com](mailto:bruce.law@bybradio.com).

## **STUDENT LABEL REQUEST PROCEDURES FOR STUDENT ORGANIZATIONS**

Requests for student labels will be considered from recognized student organizations for the purpose of recruiting new members or providing a student or university service, which will not result in solicitations or partisan political activities. Students who have requested Ball State to withhold directory information will not be listed in accordance with the provisions of the Family Educations Rights and Privacy Act.

A request may be made in the Student Life office in the Student Center Room 133. A copy of the material to be mailed must accompany the request and the Director will review the material for approval. If approved, the request will be sent to the Student Affairs Systems Office, AD 231 for further review in regard to the Privacy Act and university policy. When necessary, final approval will be made by the Vice President for Student Affairs.

## FRESHMAN LABEL REQUESTS AND MAILING PROCEDURES

Please follow the procedure below for sending a summer mailing to Incoming Freshmen students.

***\*\* Please be aware that the GPA criterion and the calendar dates and deadlines are changed each year and chapters must adhere to the changes that are made yearly. The dates listed below are tentative.***

### 1) Create Your Mailing

Design and edit the letter or flyer you would like to send. Be sure it is error free and conveys accurate information about your organization. It is a good idea to have at least one other person proofread before you submit the mailing for approval.

### 2) Submit for Approval

Submit the letter or flyer and all enclosures to the Office of Student Life for approval approximately by **June 8**. We will then notify you if the mailing requires corrections or changes.

### 3) Revise and Resubmit

Make all required corrections and resubmit the final edits to the Office of Student Life approximately by **June 14**. All mailings and label requests will be submitted to the Office of Admissions for approval approximately on **June 15**.

### 4) Office of Admissions Approval

The Office of Admissions will then approve or deny each organization's label request. (For fraternity requests, the Office of Admissions will run one request with the same GPA criterion for all chapters with an approved submission; they will then provide a label count and produce an identical set of labels for each chapter.) We will notify you if your request has been approved by Admissions and of the number of mailings you should print by approximately by June 29.

### 5) Processing the Mailing

Do not print your materials until they have been approved and until you have received a count (to save printing costs). Include postage, printing costs, and mailing seals or envelopes (if needed) in your mailing budget. Labels will be available for pick up on **approximately on June 29**.

Organizations are responsible for printing their mailings, paying their own postage and preparing the mailing (i.e. stuffing the envelopes, applying mailing seals to flyers, delivering to the post office). Be sure to keep your mailing in zip code (labels will be printed in zip code order across rows) as you prepare the mailing to be sent—this will save on postage costs.

# **BALL STATE UNIVERSITY RESIDENCE HALL POLICY FOR HALL SOLICITATION/POSTING/LOUNGE USAGE**

## **Solicitation**

Door-to-door distribution, solicitation, fund raising, sales, or commercial activity are not permitted within the residence halls. A student may, however, by express invitation invite a distributor, solicitor, fundraiser or salesperson to the students' room for distribution, solicitation, fund-raising, sales to that student and the students' invited guests in the privacy of his or her own room. In addition, a student may engage in distribution, solicitation, fund raising or sales in the privacy of his or her own room.

Deliveries may be made to the lounge area only if:

1. The commercial activity consists of demonstration of goods and services not only involving sales and is sponsored by that hall's council.
2. The commercial activity, including sales, is part of a fund-raising activity of the hall's council and is conducted in accordance with the restrictions of paragraph 4.02 of the Ball State policy concerning distribution, solicitation, fund-raising, sales and commercial activity on university property (see Expressive Activities Policy in the Handbook for Student Organizations).

## **Posting Policy and Guidelines for Posters & Flyers**

The Office of Housing and Residence Life restricts access to residence hall facilities to residents and their escorted guests, and individuals conducting official University business. For those recognized Ball State University student organizations and activities, non-profit organizations, and commercial enterprises who wish to advertise in the residence halls the following guidelines have been established to assure our residents a safe and comfortable living environment as well as some degree of privacy.

**Ball State University student organizations, non-profit organizations, and commercial enterprises who wish to publicize events, services or products in the form of a poster or flyer should send their materials to Cathy Bickel, Associate Director of Housing and Residence Life or her Secretary, Peggie Love, in LaFollette N-13 for official approval. Approved flyers and posters will be distributed to the residence halls and posted by hall staff. We recommend sending two flyers or posters per hall for a total of 70. If the advertisement is in the form of a coupon or souvenir we request that you provide 50 for each hall for a maximum of 1750. We would appreciate it if the coupons or souvenirs were bundled in packages of 50 for easy distribution.**

Organizations may also drop off flyers, posters, coupons or souvenirs at the front desk of each residence hall for approval and posting by a hall staff. Again, we recommend a maximum of two flyers or posters and a maximum of 50 coupons or souvenirs per hall.

Only one posting per event is allowed. All ads or flyers received from commercial enterprises will be placed in a designated space reserved for such organizations. All ads or flyers received by campus affiliated organizations will also have a designated space in which publicity may be posted. All flyers and ads taken from commercial enterprises and campus affiliated organizations will be posted in their designated space within the common areas of the halls only. We will not post any information for non-residence hall affiliated events or activities on residence hall floors.

Posting priority in the common areas will be given to all Student Life affiliated and recognized groups. The Office of Housing and Residence Life reserves the rights to not post ads or flyers that are not in accordance with the mission statement of the Office of Housing and Residence Life or Ball State University policies. Please note that items cannot be placed in student mailboxes that are not specifically addressed to an individual. Markings or postings on exterior surfaces of residence halls and complexes also are prohibited; this includes but is not limited to writing messages on sidewalks using chalk or tape.

### **Residence Hall Lobby and Lounge Usage**

Residence hall lobbies and lounges are reserved for residence hall students' use only. University organizations may not reserve or meet in any residence hall lobby or lounge, nor may a resident of a residence hall reserve or meet in their hall lobby or lounge for the specific purpose that supports a University organization. All lobby or lounge programs or meetings must be sponsored by Housing and Residence Life staff (Resident Assistants, Multicultural Advisors, Freshmen Connection Assistants) or hall council sponsored activities that are supervised and operated by Housing and Residence Life employees or hall council members. All lobby and lounge reservations must be requested and approved by the residence hall director.