Publicity in the Residence Halls
Thank you for taking the time to publicize your event or activity with Housing and Residence Life. There are many avenues in publicity that can be used for events on campus. This guide will help you make the most of your publicity efforts. Enclosed you will find ideas on publicity as well as how to advertise your event according to your organization.

Per the Student Services and Standards Handbook solicitation is not allowed in the Residence Halls for non-hall affiliated activities. Hall affiliated activities must be approved by the individual Hall Director and the Director of Housing and Residence Life before proceeding.

Should you need any additional assistance in publicity and advertising beyond this guide, please feel free to contact Maigan Wipfli, Student Programs Coordinator, Housing and Residence Life at 836-4438 or wipflim@uwec.edu

**UWEC Housing Affiliated Student Organization Resource**

As a service to Housing Organizations, we offer distribution of materials through the Think Tank. Below is the list of options as well as the number of copies needed for the distribution. The Think Tank can only make 100 copies (double sided) per original. Larger quantities of copies must be sent down to Duplicating Services. Dropping off the materials to the Think Tank (Towers 127) will ensure proper and timely distribution of all materials. All materials must have the approval of your organization advisor before distribution.

- 1 per Resident Assistant (130 copies)
- 1 per mailbox (1916 copies)
- Table Tents (210 copies at 2 copies per page)

Please contact Event Services (836-3882) for reservations dates. All dates must be on the Table Tent before distribution.

- Booths in Davies Center or Hilltop. Please contact Event Services (836-3882) for reservations dates.
- Veranda Signs

Please drop off all materials several days in advance of the date you intend for them to be distributed. Should you have any questions on how to create the above publications or forms of publicity, butcher blocks or logos please contact Maigan Wipfli, Student Programs Coordinator, at wipflim@uwec.edu or call 836-4438.

The Think Tank also employs graphic designers who can help your organization design publicity as well. Please stop into the Think Tank or call Maigan Wipfli for more information.

Please see the individual Hall Director if you are interested in hosting a booth in their lobby.

In order to conserve paper, we ask that you consider digital options of your publicity.

- For a local news release: Contact Judy Berthiaume, News Bureau director, at 836-4741 or berthia@uwec.edu, or stop in the News Bureau in Schofield Hall Room 201.
- For the UWEC Calendar of events: contact Susan King in the News Bureau to obtain access to the calendar database and to receive instructions on posting your events. King can be reached at kingsa@uwec.edu or 836-4003.
- For an ad on TV-10, please email your information on one Power Point slide to tv10@uwec.edu.

The Think Tank can also be of assistance in putting your information on the Housing Calendar of Events.

- Please email Maigan Wipfli, Student Programs Coordinator at wipflim@uwec.edu with all of the information you wish to put on the Housing Calendar, or call 836-4438.
Any campus Student Organization not affiliated with Housing and Residence Life must get posters approved through Maigan Wipfli, Student Programs Coordinator (Towers 127) prior to the date the poster needs to be posted. Dropping off the materials to the Think Tank (Towers 127) will ensure proper and timely distribution of all materials. Posters are usually 1 per Resident Assistant and it is asked that you drop off 130 copies.

Mailbox stuffers must be approved through RHA at a general assembly meeting. Please email RHA@uwec.edu to set up a day for your organization to present the materials to the assembly. At the time of presentation, you will need an exact copy of what you intend to distribute to show to the group. Changes should not be made after approval. Dropping off the materials to the Think Tank (Towers 127) will ensure proper and timely distribution of all materials. (1916 copies are needed for a 1 per mailbox stuffing.)

Please drop off all materials several days in advance of the date you intend for them to be distributed.

Please see the individual Hall Director if you are interested in posting a sign in a specific building or are interested in hosting a booth in their lobby.

In order to conserve paper, we ask that you consider digital options of your publicity.

- For a local news release: Contact Judy Berthiaume, News Bureau director, at 836-4741 or berthija@uwec.edu, or stop in the News Bureau in Schofield Hall Room 201
- For the UWEC Calendar of events: contact Susan King in the News Bureau to obtain access to the calendar database and to receive instructions on posting your events. King can be reached at kingsa@uwec.edu or 836-4003.
- For an ad on TV-10, please email your information on one Power Point slide to tv10@uwec.edu.

The Think Tank can also be of assistance in putting your information on the Housing Calendar of Events.

- Please email Maigan Wipfli, Student Programs Coordinator at wipflim@uwec.edu with all of the information you wish to put on the Housing Calendar, or call 836-4438.
UWEC Office Resources

As a service to other UWEC Offices, Housing and Residence Life offers distribution of materials through the Think Tank. Below is the list of options as well as the number of copies needed for the distribution. Dropping off the materials to the Think Tank (Towers 127) will ensure proper and timely distribution of all materials.

- 1 per Resident Assistant (130 copies)  
- 1 per mailbox (1916 copies)

Please drop off all materials several days in advance of the date you intend for them to be distributed.

In order to conserve paper, we ask that you consider digital options of your publicity.

- For a local news release: Contact Judy Berthiaume, News Bureau director, at 836-4741 or berthija@uwec.edu, or stop in the News Bureau in Schofield Hall Room 201
- For the UWEC Calendar of events: contact Susan King in the News Bureau to obtain access to the calendar database and to receive instructions on posting your events. King can be reached at kingsa@uwec.edu or 836-4003.
- For an ad on TV-10, please email your information on one Power Point slide to tv10@uwec.edu.

The Think Tank can also be of assistance in putting your information on the Housing Calendar of Events.

- Please email Maigan Wipfli, Student Programs Coordinator at wipflim@uwec.edu with all of the information you wish to put on the Housing Calendar, or call 836-4438.