

## Publicity

### CalLink Events

CalLink allows RSOs to advertise on the virtual bulletin board and events calendar. The Virtual bulletin board shows event posters for any events coming up in the near future. The events calendar, under the events tab, shows a list of all upcoming events that have been entered into the system.

### Signs, Posters, and Flyers

#### Flyers and Posters

Flyers and other forms of announcement CAN be posted on public bulletin boards and kiosks and departmental boards (with permission of the managing department) and in accordance with the rules of the campus.

Flyers CANNOT be placed on or against, attached to, or written on any University structure or natural feature of the campus. University structures and natural features include, but are not limited to, the backs of chairs, sides of doors or buildings, windows, surface of walkways or roads, Sather Gate, fountains, posts, waste receptacles, trees, or stakes in lawns.

#### Additional Considerations:

- The content of all flyers must be non-commercial.
- Anyone may personally distribute non-commercial announcements in any outdoor area of the campus consistent with the orderly conduct of University affairs, the maintenance of University property, and the free flow of vehicular and pedestrian traffic.
- Efforts must be made to avoid litter.
- All materials must clearly indicate the name of the registered student organization(s.)
- Special posting regulations for Wheeler Hall - Flyer posting is limited to 1 flyer per public bulletin board per entity. Flyers cannot exceed 8 1/2" x 11" in size. No flyers shall be posted in classrooms, bathrooms, doors, windows, hallways, and all other surfaces.

### Banners

Registered student organizations may hang banners for on-campus, non-commercial activities on the third floor balcony of the MLK, Jr. Student Union building once a Banner Permit is approved. This is the only authorized/approved banner location.

#### Banner Regulations:

- Banner space is reserved through ASUC Event Services. Qualified organizations are responsible for constructing banners according to the specifications below.
  - Maximum banner size is 2 1/2' high by 15' long.
  - The sponsoring organization's name must be displayed on the front of the banner.
  - To allow for wind to pass through, cut slits every 18" on the banner.
  - All text must be typed on banners - no hand written banners are allowed.
- ASUC Event Services will approve and hang all banners on the railing of the 3rd floor balcony of the Student Union. Organizations may not move or remove any existing banners.

- Campus department and student organization banners will be hung on the North, East or West sides and off-campus organization banners will be hung on the South side.
  - Each organization may hang one banner at a time for a maximum of one week.
  - Campus departments and student organizations are responsible for picking up the banner 7 days after dropping it off to ASUC Event Services. Banners will be held in ASUC Event Services for pickup for 5 business days after being taken down, at which time, they will be discarded.
  - Banners damaged by weather will be removed at the discretion of ASUC Event Services.
  - ASUC Event Services is not responsible for loss or damage caused by other parties.
- Banners containing inflammatory or offensive language must be approved by the LEAD Center
- ASUC political advertising is not allowed.

### **Signboards**

Registered student organizations are eligible to place signboards on Sather Gate Bridge to advertise their organization's activities. An organization may only have one signboard placed on the bridge at a time.

### **Placement**

Signatories will be emailed at the beginning of each semester with the specific date and times of signboard signups. Signboard spaces on Sather Gate Bridge are available on a first-come, first-served basis. A signatory from the registered student organization must bring the signboard to Event Services for approval prior to placement on the bridge. Signboards that do not meet the criteria outlined below will not be approved for placement.

### **Guidelines**

- Signboards may be up to 36" tall and 22" wide. Refer to the Signboard Blueprint for general construction guidelines.
  - All organizations receiving a confirmed space for their signboard will be assigned a location by Event Services. Signboards may be placed on the 12 portions of the bridge that contain balustrades.
  - No signboard may be placed South of Sather Gate.
  - To allow for routine cleaning, signboards must be elevated at least 4" above the bridge surface, which can be obtained by attaching a piece of wood to the back of the signboard, which will rest the signboard on the bridge footing.
- Signboards must be firmly attached to the balustrades with plastic-coated chains or other non-abrasive fasteners.
- Each registered student organization must submit a duplicate key or combination code to their lock to Event Services prior to placing their signboard on the bridge.
  - Organizations must remove signboards, chains, and locks by the last day of instruction of each semester. Signboards left on the bridge during the break are subject to removal. Event Services is not responsible for signs that are removed. Should it be necessary to make repairs to the bridge during periods of signboard placement, Event Services will contact affected organizations to remove their signboards.
  - Signboards that are not in compliance with the signboard guidelines and approval procedures will be removed. Violation of the signboard policy can result in removal of the signboard, a \$25.00

removal fee, and the loss of future signboard privileges.

## Tabling

### Locations

- Registered Student Organizations and campus departments can place a table or display materials in the following locations:
  - Upper Sproul Plaza
  - No tabling on the Mario Savio Steps or the red brick area directly in front of the steps (this is a fire lane)
  - No tabling at Sather Gate without a reservation with Event Services
  - North Gate
  - Tolman Hall Breezeway
  - Between Kroeber Hall and Boalt Law School

### Policies

- Tabling and display materials may not block any entrance or walkways, or otherwise restrict the free flow of vehicular or pedestrian traffic.
- No display materials may be placed on or against, or attached to any structure or natural feature of the campus. Structures and natural features include the sides of door or buildings, fountains, posts, waste receptacles, trees, or stakes.
- Tables or other display materials must be staffed at all times by a member of the registered student organization.
- The name of the sponsoring organization must be displayed on each table or item on display.
- Tables may be no larger than 3' by 6' and no poster may extend beyond the sides of or more than 1 foot above the table, unless prior authorization has been granted by the LEAD Center.
- Any other display materials must be behind and within 3 feet of the table. Displays may not extend more than 7' high nor 3' wide.
- No commercial activity is allowed on Upper Sproul
- Amplified sound is only available from 12:00 PM - 1:00 PM and 5:00 PM - 7:00 PM

### How to Checkout a Table

The Student Tabling Program on Upper Sproul is run by Event Services at the ASUC Student Union. The program provides 75 tables and 150 folding chairs for student groups to checkout and use. Equipment is available on a first-come, first-serve basis. If you would like more than five tables or ten chairs, you must make a reservation with Event Services. Your Cal ID card is required for checkout!

### Chalking

Chalking on sidewalks, roadways, buildings, and other natural features of the campus is viewed as defacement of campus property and is NOT permitted. Student organizations found chalking will be held responsible for its removal or they will be charged by the University for its cleanup. Note that spray chalk is very difficult and costly to remove, often requiring the use of high-pressured cleaning equipment.

Recognized student organizations may chalk on classroom chalkboards if given approval by the professor using the classroom during that time. At the end of the approving professor's time in the classroom, the chalking must be removed unless permission is given from the next professor utilizing the classroom. Chalking may only be made on safely reachable parts of the classroom chalkboard. Student organizations using chalkboards in classrooms during non-class times must erase the chalkboards when they vacate the premises.

### **Media Advertising**

Student organizations can pay to advertise in various campus media outlets, including:

- BARE Magazine
- Caliber Magazine
- CalTV
- The Daily Californian

Please contact individual organizations for prices and publication schedules.

### **KALX Promotion**

Registered Student Organizations may promote their events and activities on KALX 90.7 FM, UC Berkeley's student & community radio station.

#### **Fall Semester PSA Blitz**

Every Fall for the first two weeks of classes KALX Radio conducts a "PSA Blitz." A PSA is a Public Service Announcement, and generally, KALX runs two of these every hour, 24 hours a day. During the blitz, PSAs are exclusively for campus and student organizations.

If your organization wants to be included:

- Send an email with the subject title "Blitz PSA/Your Group Name" to [psa@kalx.berkeley.edu](mailto:psa@kalx.berkeley.edu) that includes the following information:
  - Name of organization
  - Website (if applicable)
  - Contact name and phone number
  - Short description of your organization
  - Information on how people can get involved (recruiting events, etc.)
  - If you already have a PSA script (100 words or less) in mind, include that in your email.
  - PSAs are generally due the first week of August. Please contact KALX for this year's date

### **General Public Service Announcements**

General PSAs are also read throughout the year on behalf of campus and student organizations.

Process:

- Keep the script short and give KALX at least four weeks advance notice.
- At a minimum, provide the following information:
  - Organization name
  - Contact name and information (this will be released to the public)
  - Information for the PSA (2-3 sentences about your organization, including types of services and

the best way for KALX listeners to get involved or utilize your service (date, time, location, etc.)

- Email the text of your PSA to [psa@kalx.berkeley.edu](mailto:psa@kalx.berkeley.edu)

### **Campus Calendar Listings**

Everyday at 1:15pm and 8:15pm, KALX provides a campus calendar of events for their listeners. Organizations may submit their events for this listing. Process:

- Email event information (date, time, location, website, etc.) to [campus@kalx.berkeley.edu](mailto:campus@kalx.berkeley.edu).

### **Student Organization Fairs**

RSOs are invited to table at several large events throughout the year, including:

- Calapalooza -- held during fall Getting Your Bearings Welcome Weeks
- Spring Calapalooza (Organized by the ASUC) -- held during Spring Welcome Week
- CalDay -- Every year in mid to late April

Announcements with information on signups will be sent to RSO signatories via the CalLink messaging system.

### **Student Events Calendar**

Any member of the UC Berkeley campus community (student, staff, or faculty) may submit an event for listing in the UC Berkeley Calendar Network. Events must take place at UC Berkeley, or be sponsored by a department or recognized group at UC Berkeley. Events of interest primarily to students can be submitted to the Student Events Calendar. Typically, events will be published within one business day.

Process:

- Review the Event Submission Guidelines
- Submit your organization's event online
- If you need to make a correction to a published event, submit the edits via the Comments and Corrections form.

### **Publicity in University Housing**

#### **Flyers in Residence Halls**

Only 8.5"x11" flyers will be accepted. This process generally takes 2-3 weeks from the date that materials are submitted. The process is:

- Registered student organization should email their flyer sample to [osd@berkeley.edu](mailto:osd@berkeley.edu)
- Someone will respond with questions, approval or denial
- Groups will be informed of the number of flyers that need to be delivered to the third floor of 2610 Channing Way
- Residential & Housing Services staff will place the flyers in the Resident Director mailboxes and then Resident Directors will give them to Resident Assistants to post

#### **Tabling in the Dining Commons**

Registered Student Organizations can table in DCs.

Table Tents in the Dining Commons  
RSOs can place table tents in DCs.

### **Residence Hall Assembly (RHA)**

Groups are permitted to make announcements at the beginning of the weekly RHA Meeting (7pm, Mondays, L-21 Christian Hall at Unit 1). To be placed on the agenda, the President should be e-mailed: [rha-paws@berkeley.edu](mailto:rha-paws@berkeley.edu). (NOTE: this is not a process to have RHA Representatives post flyers in the halls; the Reps will be able to make announcements at upcoming Hall Association meetings in each community; you may bring 1-2 flyers per Rep so that they have the information to share - there are approximately 50 Representatives).

If you have specific ideas or other options that you would like to propose, requests should be sent to the Office of Student Development at [osd@berkeley.edu](mailto:osd@berkeley.edu) or the Residence Hall Association at [rha-paws@berkeley.edu](mailto:rha-paws@berkeley.edu).