



# SOAR SHEETS

## Creating & Using Posters

### THINGS TO CONSIDER

**APPEAL:** Who is your audience? Will they be attracted to your promotion? Do the promotional items convey or reinforce the image of your event (fun, informational, dealing with controversial issues, entertaining)?

**TIMING:** How much lead time do you have (for printing deadlines, etc.)? When should your publicity and/or advertising be released? Should it all go out at once, or certain kinds at certain times?

**LOCATION:** What are traffic patterns on and off campus?

**INFORMATION:** How much should be printed? How little? Is the information clear?

**PEOPLE POWER:** Do you have a sufficient amount of individuals to work on publicity, promotion, and advertising strategies? Who will put up publicity and when?

**BUDGET:** Do you have sufficient funds to cover promotional expenses? Will the projected response be worth the amount of money extended?

**RESTRICTIONS:** Are there any contractual restrictions imposed by a performer? Are there any campus promotion rules or regulations to consider?

### RESIDENCE HALL POSTER DISTRIBUTION

The Residence Halls distribute a weekly poster called the Information Station that contains all upcoming events. In order to get your information included, call the Housing Office at 472-3561. You will be asked to give a brief description of the event, the time, and the location. It will then be printed the following week and distributed to each floor in all the halls on campus.

### UNL POSTING POLICY ON CAMPUS

Bulletin boards for general purposes will be identified by a placard in the upper left corner of the bulletin board. The following rules apply to their use:

1. One poster per event is allowed on bulletin boards.
2. Only posters 17" x 22" or smaller are permitted.
3. Organizations posting materials are responsible for the prompt removal of all outdated posters advertising their events.
4. Complete removal of all posters on bulletin boards will occur at these times:
  - a. Fall and spring semester general registration
  - b. Fall and spring semester midterms
  - c. The close of spring semester
5. Permission to post on any bulletin board not bearing the proper sign must be obtained from the controlling department(s).
6. No posters are to be affixed to trees, windows, doors, walls, buildings, posts, fences, or on a campus area other than bulletin boards. The cost of removal will be assessed against the posting organization violating this policy.

Some of this information was provided by the Ready Reference Library, S.O.S. No. 30, produced by Texas Tech University, Lubbock, Texas.

### GREEK HOUSE POSTER DISTRIBUTION

Bring 45 posters to Greek Affairs and they will distribute to mailboxes.

Greek Affairs  
332 Nebraska Union  
472-2582

For more information on organization and personal development skills in the SOAR sheet series, stop by or call NU Student Involvement, 200 Nebraska Union, 472-2454; or 300 Nebraska East Union, 472-1780. Staff members will be happy to assist you and answer your questions.

student **involvement**  
<http://involved.unl.edu>

## CITY CAMPUS POSTER DISTRIBUTION

<b>BUILDING</b>	<b>WHERE APPROVED</b>	<b># OF FLYERS</b>
Administration Building		2
Anderson Hall	147 Anderson	3
Andrews Hall	202 Andrews	3
Architecture Hall	210 Architecture	2
Beadle Center	Place in Atrium	2
Behlen Physics Lab	116 Brace	2
Bessey Hall		6
Brace Physics Lab	116 Brace	2
Burnett Hall		4-6
CBA	Rm 214	3
Ferguson Hall	116 Brace	2
Hamilton Hall		7
Henzlik Hall		1
Love Library	Circulation Desk	1
Mabel Lee Hall		2
Manter Hall	First Floor	2
Nebraska Bookstore		1
Nebraska Hall		6
Nebraska Union	200 NU (Student Involvement)	2
Oldfather Hall	may hang first floor only	3
Othmer Hall		3
Richards Hall	120 Richards	1
Teachers College		1
Temple Building		8
Westbrook Music Building	121 Westbrook	6
Woods Art Building		5

## EAST CAMPUS POSTER DISTRIBUTION

\*All posters need stamp of approval prior to hanging from Dean Steve Waller, 103 Ag Hall, 472-2201.

<b>BUILDING</b>	<b>APPROVED BY</b>	<b># OF FLYERS</b>
Ag Communications	Dean Waller	1
Ag Engineering	Dean Waller	1
Animal Science	Dean Waller	2
Arena	Dean Waller	1
Baker Hall	Dean Waller	3
Barkley Center	Receptionist	1
Biochem Hall	Dean Waller	1
Campus Recreation	Main Office	1
C.Y. Thompson Library	Main Office	2
Dairy Store	Dean Waller	1
Dental College	Main Office	4
ETV Center	Receptionist	2
Filley Hall	Dean Waller	1
Home Ec. Building	Dean Craig	2
Keim Hall	Dean Waller	4
Kisselbach Research Lab	Dean Waller	1
Law College	Main Office	4
Meat Lab	Dean Waller	1
Miller Hall	Dean Waller	2
Nebraska Center	Dean Waller	1
Nebraska East Union	Rm 300	3
Plant Industry	Dean Waller	1
Poultry Science	Dean Waller	1
Ruth Leverton Hall	Dean Craig	2