

Publicity Guidelines Contract

The terms of this contract are considered binding and absolute, and only changeable by a majority vote from SGA. It is vital to communicate with the DCA about all publicity procedures. Failure to follow this contract will result in a strike being issued. To promote your event, clubs must hang posters around campus. It is encouraged to use social media as well.

Posters

Step 1: Design your poster. Include name of club, name of event, date, time, location, contact information, graphics, and any other important details. Email posters to both the DCA and SGA Vice President as an 8.5" x 11" PDF print file at least two weeks before an event. This allows the DCA and SGA Vice President sufficient time to approve and print your posters.

DCA Nate Criqui: ncriqui@sterling.edu SGA VP Faith Trowbridge: ftrowbridge@sterling.edu

Step 2: Once the posters have been printed, the DCA will coordinate a time with you to pick them up from the SGA office. For every event, twelve posters will be printed and must only be hung on bulletin boards at least one week before your planned event in these required locations:

- One in each Dorm
- One in Mabey Library
- One in Kelsey
- One in Thompson
- Three given to SGA

Step 3: No later than three days after your event, you must remove all your posters.

Social Media

Although social media is not required, we highly encourage you to make a Facebook page, Instagram account, etc. for your club to reach more students. We recommend you post your posters and pictures from your events on social media.

Email

Any email correspondence to the student body must be sent to the DCA and SGA Vice President at least one week before the event to be verified and sent to Student Life.

Club President: _____ **Date:** _____

Club Publicist: _____ **Date:** _____

DCA: _____ **Date:** _____