Reserve a Table
Reserve a table in the University Center to distribute material and promote your event. To reserve this space, please contact Event Services & Scheduling, University Center 413, MS 1200, (573) 651-2282, unischeduling@semo.edu.

Southeast Newswire
Southeast Newswire is an e-mail publication of noteworthy events sent to the campus faculty and staff. For more information, please contact Marketing & University Relations, 4th floor of the Wehking Alumni Center, MS 7300, (573) 651-5910, urelations@semo.edu, or visit http://www.semo.edu/urelations/index.htm.

Stickers
Stickers can be distributed to individuals but should not be adhered to objects. Distributors will be charged for the costs of removal if stickers are found adhered to campus property. Be sure to always ask an individual if he or she would like a sticker before handing it to him or her.

T-shirts
T-shirts are a great way to promote an event or advertise for your organization. There are several screen printing companies in Cape Girardeau as well as those available online. Make sure that you represent your group positively. If you have questions about how best to have t-shirts designed and printed, please contact the Coordinator for Leadership Development, University Center 202, MS 1200, (573), 651-2280, leadership@semo.edu.

Vehicle Windshields
Cape Girardeau city statute prohibits the placing of flyers on vehicle windshields. Violators may be fined for littering.

Viral Marketing
Facebook, Twitter, E-mail, YouTube. These methods are free and easy and can reach a great deal of people quickly. Start a Facebook event for your program. Have everyone in your organization change their profile picture to an advertisement of the event. Put information about the event in the signature of your e-mail so that every time you e-mail someone, you are advertising. Tweet and e-mail all your friends and ask them to do the same to let everyone know.

Advertising on Campus

Check out popular ways to advertise on campus.
Remember, be creative!

The Arrow
As the campus newspaper, The Arrow, accepts press releases and other correspondences pertaining to events and activities planned by student groups. Information should be typed, double spaced, and include the name and telephone number of a contact person. In addition, student organizations can purchase advertising space. Rates vary by size, color, type, and frequency. For more information, please visit http://www.capahaarrow.com/ or call (573) 651-2540.

Banners
Banners can be hung on 4th floor University Center off the railing overlooking the 3rd floor and in the Student Recreation Center. For more information, contact Event Services & Scheduling, University Center 413, MS 1200, (573) 651-2282, unischeduling@semo.edu, http://www4.semo.edu/uc/resform.asp.

Cafeteria Table Tents
Table tents may be placed on cafeteria tables with permission from the food service manager. For more information, please contact Chartwells Dining Services, University Center 257, MS 1700, (573) 651-2511, catering@semo.edu, https://semo.catertrax.com/.

Campus Life Event Calendar
The Campus Life Event Calendar is maintained by Campus Life & Event Services. The events can be viewed both web-based and through the Portal. Events open to all students being hosted by registered student organizations may be posted. To post an event, visit http://www4.semo.edu/campuslife/portal.htm and enter the date, time, location, and description of your event.

Note: Your event venue must be reserved and confirmed with Event Services & Scheduling, University Center 413, MS 1200, (573) 651-2282, unischeduling@semo.edu, before you submit an event. Events will not visible on the calendar immediately; your event should appear within 24 business hours.
Campus Master Calendar
The Campus Master Calendar is maintained by University Relations and posted on the Southeast webpage. To submit an event, visit http://calendar.semo.edu/main.php.

Chalking
Student groups may use chalk to advertise their events around campus on horizontal, uncovered sidewalks. Students may NOT chalk on any vertical surfaces such as a wall or under covered areas such as overhangs. As a general rule, if the rain won’t wash it off, don’t chalk there.

Departmental Bulletin Boards
You must have permission from the managing department prior to posting on their board.

Direct Mail
Sending paper mail is permitted. For information about distribution within the residence halls, contact the Office of Residence Life, Towers Complex 102, MS 0055, (573) 651-2274, residencelife@semo.edu. For information about sending bulk mail on campus and for rates to off-campus students, contact Central Receiving, 610 Washington Ave., MS 4850, (573) 651-2953, univrec@semo.edu.

When considering these methods please keep in mind the high cost and environmental concerns.

Display Cases
The University Center 3rd floor display case and Kent Library display case may be reserved by registered student organizations for up to two consecutive weeks. To reserve space in the UC, please contact Events Services & Scheduling, University Center 413, MS 1200, (573) 651-2282, unischeduling@semo.edu. To reserve the display cases in Kent Library please contact (573) 651-2744.

Email
Email promotion is allowed, however, Information Technology does not maintain a list-serv feature. Develop your own through the student Portal, but only include voluntary subscribers. Remove anyone immediately upon their request.

Flyers
For a listing of the University and Public Information Posting Boards, please review the Posting Policy Brochure, http://www.semo.edu/leadership/studentorgs/resources.htm.

Enlarged Flyers/Posters
The Center for Student Involvement, University Center 204, can enlarge black and white flyers at no cost to registered student organizations; limit two per event. Available sizes include 23”x31” (standard poster-size), 20”x27”, and 17”x22.” For more information, please visit the Center for Student Involvement, University Center 204, (573) 651-2896, leadership@semo.edu.

The Copy Center is available for specialized printing orders, Parker Hall 105, (573) 651-2531, copycenter@semo.edu.

Handbills
Handbills (or anything else given by hand) may be distributed. Be careful to not obstruct traffic, both walking and vehicular, and refrain from harassing passersby. Non-university affiliated groups may only distribute within 10 feet of the public kiosks. Be sure to clean up before you leave. Your organization may be held accountable for handbills found littered around campus or in the community. We suggest contacting the administrative office in each building/area you intend to hand out materials prior to distributing.

Painting on Physical Plant Walls
Physical plant walls may be reserved on a monthly basis. Walls must be painted by the seventh day of the month unless otherwise arranged. Reservations will be accepted no earlier than two months prior to the month desired. For more information, please contact Campus Life & Event Services, University Center 202, MS 1200, (573) 651-2280, dchronister@semo.edu.

Radio Stations
KRCU 90.9 FM
KRCU is the National Public Radio (NPR) affiliate on campus. Student organizations may publicize their events on KRCU if the information is received at least two weeks in advance for either live or prerecorded announcements. For more information, please call (573) 651-5070 or visit http://www.semo.edu/sepr/.

RAGE 103.7
RAGE 103.7 is the campus radio station managed and operated by students. The station can be used as a resource for live remotes, publicizing events, or the live information programs. For more information, please contact the Station Manager, (573) 651-5123, rage1037@semo.edu, or visit http://www.semo.edu/kdmc/.