

PC Club Publicity

I believe I now have the publicity thing somewhat nailed down. So here's the guidelines.

Weekly Globe - The weekly article for the Clubs section of the Globe is submitted on Thursdays one week ahead of publication. It is limited to 100 characters for announcements from the club. If you'd like something included in it (for the following week) send me **your proposed text no later than Wednesday afternoon**.

Additional Globe Articles - I can also request (also a week in advance, on Thursday) a separate article be placed in the globe for upcoming events, etc. These articles can be up to 250 characters. If you have an article you'd like published send me **your proposed text** by Wednesday afternoon. BTW the article must be written in prose (as opposed to a pointed/numbered list).

TV6 Message Board - Attached you'll find a sample form which must be submitted to request that a message be added. At any given time there are 60 active messages in the system and each organization may have no more than 2 active messages. If, when we submit our message, the queue is full, we must wait for a slot. They request a 10 -14 day lead time. The message is actually displayed from 4 to 7 days prior to the date of the event (they refer to it as the deadline date). As you can see the form is somewhat involved and the spacing on the message can be tricky (to get it properly aligned and maximize the space available). To take care of that I've written a program to create the form. So, If you have something for the message board, send me an email with **your proposed text** and including the date and title of the event. Be sure to adhere to a 14 day lead time.

Flyers - Flyers must be approved by Recreation before they can be posted. Attached you'll find the GRF policies covering club flyers. Please read through it carefully. Recreation will not approve flyers which don't match the policies. Since we can only have two active flyers at time, I will take care of the approval, reproduction and distribution process. All you have to do is email me **your proposed flyer** in Word, Pages or PDF format. I have worked it out with Recreation and Central Services to handle the process entirely via email. The turn around is normally 1-2 business days.

Please note – if you send me something via email (publicity@thepcclub.org) and you are in a hurry to have it processed, also send me a text (@517-290-1944) to let me know. I try to check my email regularly but there are days where I'm actually busy.

If you have any suggestions or think of something I have missed, please let me know.

Thanks
Ron Nelson