Public Relations Suggestions for Your Student Organization

- You can request an email message be sent out to all student organizations. Email Kim.Harrison@mail.wvu.edu to request that.
- Email info to be posted on the Student Orgs website to Kim.Harrison@mail.wvu.edu.
- Remember to like the WVU Student Organizations Facebook page and follow @WVUStudentOrgs on Twitter. Your events will be posted on both pages.
- Create your own Twitter and Facebook pages – They are a very effective way to communicate.
- You can create flyers and post them in the buildings on campus. Be sure to only post them in designated areas.
- You can send your information to mix@mail.wvu.edu to have it posted on MIX
- Contact University Relations/News. The media contact for student organizations is Tony Dobies. Email him at Anthony.Dobies@mail.wvu.edu. This office is a great resource and can help publicize events via WVUToday and by contacting other local media outlets like The Dominion Post, The Daily Athenaeum, WBOY, WDTV, Metronews and others. You can also send Tony tweets about events (@TonyDobiesWVU).
- You might want to consider contacting PRSSA (the Public Relations Student Society of America) chapter. Find more info here: http://prssa.studentorgs.wvu.edu/
- Contact the DA and have them write a story about your efforts. To reach the newsroom, email danewsroom@mail.wvu.edu or call 304-293-5092 ext. 1.
- The DA also has a free Campus Calendar section which lists meetings and events. If it is in your organization's budget you can create an ad for your event. The DA offers student organizations a discounted rate.
- Contact U92 (the campus radio station) and ask the news staff to do an interview. Email Darlene.Johnson@mail.wvu.edu or call 293-3329. U92 hosts a weekly news show called "Feedback" – consider asking the staff to interview you to promote your event.
- U92 also offers free public service announcements. You can drop off your flier at the studios in the Mountainlair or ask to fill out a PSA form.
- Contact the Dominion Post and ask about having them do a story.

- If you do not have a webpage for your organization you should consider requesting one through our office. That's a great way to spread the word. Log on here to submit the form: http://simpleforms.scripts.wvu.edu/sf/SOS_webrequest/
- Log onto http://cal.wvu.edu/oePublicForm.aspx and submit your event or meeting information there. The screens located to the right and left in the food court display that information submitted to the calendar.
- You can talk to Kim Harrison in our office about reserving banner space in the Food Court or the bridge to Stansbury Hall - you can hang a banner from both places.
- Send the event to E-News at enews@mail.wvu.edu. This goes to all faculty and staff.
- Set up an information booth in the Lair. The Mountainlair reservations staff can assist you with scheduling. Their office is located on the second floor of the Mountainlair in the administrative offices. You can also call 302-293-2702.
- Schedule a time in the brick area which is located across from the Mountainlair. Kim Harrison can assist you with that.
- Email Kim.Harrison@mail.wvu.edu to have digital signage posted on the info stations in the Lair food court. Here is more info on the requirements: http://web.ur.wvu.edu/information_stations/student_orgs
- There are approximately 110 mailboxes in the Student Organizations office. Appropriate flyers/brochures can be placed in these boxes free of charge. This includes all fraternities and sororities.
- Other media outlets include WV Radio Corporation (296-0029), WV Public Broadcasting (888-596-9729), WNPB (296-0120), WBOY (623-3311), WDTV (848-5000).
- T-shirts or other giveaways can help promote your event. Remember, if you have t-shirts made you must have the design approved by Trademark Licensing. Email trademarklicensing@mail.wvu.edu for more info.
- If your club is major-related reach out to your professors and schedule a time to talk to students in their classes about your organization.
- Attend a Student Government Association meeting and during the open forums you can take the floor to mention your organization.

Updated 1/30/2013