

Publicity Channels

- Printed Promotional Materials:
  - Flyers/posters (# to print: 60 for hang/drop + 70 for RAs; all flyers/posters must include the Michigan Tech equal opportunity statement on the design; you must get posters approved before hanging in the MUS-stop by MUB 101)
  - Table tents (# to print: 120 for MUB Commons + 182 for dining halls; email mtpeters@mtu.edu to reserve dates for table tents; display is limited to two consecutive days and there is limited space, so dates fill up quickly; email Mary as soon as you know the dates you want to display your tents; then, once you have a confirmation from her for your reservation, you can email her a copy of the table tent for approval prior to putting them out for display or you can stop by MUB 101 to have them approved before putting them out; all table tents must include the Michigan Tech equal opportunity statement on the design)
  - MUB Display Case (email memorialunion@mtu.edu with "Display Case" in subject line)
  - MUB Kiosk {http://www.sa.mtu.edu/stulife/stuorg/kioskregistration/index.html}

- Printed Articles/Advertisements:
  - Lode (articles, advertisements: email lodеads@mtu.edu or lodesubmit@mtu.edu)
  - Daily Bull (articles, advertisements: email bull@mtu.edu)
  - Daily Mining Gazette (http://www.mininggazette.com)
  - L'anсе Sentinel weekly newspaper (email sentinel@up.net the Monday before the week it runs)
  - Marquette Monthly (email patryanoday@chartermi.net in mid-August)
  - Ontonagon Herald weekly newspaper (email maureen@ontonagonherald.com)

- Online Listservs:
  - cdallstudents-l@mtu.edu (send flyers/announcements by 5PM on Friday for the Monday email)
  - techwomen-l@mtu.edu (send flyers/announcements by 5PM on Friday for the Monday email)
  - diversityprograms-l@mtu.edu (send flyers/announcements by 5PM on Friday for Monday email)
  - Weekly Student News Brief (look at http://blogs.mtu.edu/stu-org-news/about by 12PM on Thursday for Friday to email flyer)

- Online Calendars:
  - CDI Events Calendar/University Calendar (update your involvement link calendar and it will populate in both)
  - Women's Programming Calendar (email info to ckspielm@mtu.edu)
  - GLBQTQ Programming Calendar (email info to ckspielm@mtu.edu)
  - Copper Country Calendar (www.coppercountry.com; email info@coppercountrv.com)
  - Keweenaw Calendar (www.keweenaw.info; email info@keweenaw.info)
  - Keweenaw Chamber of Commerce (www.keweenaw.org; email info@keweenaw.org)
  - Pasty.com (www.pasty.com; email calendar@pasty.com)
  - UP Travel Info (email info@uptravel.com)
  - Keweenaw Blogspot (http://keweenawnow.blogspot.com; email andersm2@sbcglobal.net)

- Online Articles/Advertisements:
  - Tech Today (articles/announcements: email to ttoday@mtu.edu)
- **Electronic Display System** (flyers/slides: email to eds@mtu.edu with your name, email address, organization and dates for display)
- **Facebook** (posts/announcements, events)
- **Involvement Link** (www.involvement.mtu.edu)

- **Face-to-Face Publicity:**
  - MUB Promotions Tables (email memorialunion@mtu.edu with “Promotions Table” in subject line)
  - Fisher Hall Promotions Tables (call 487-2086 to reserve tables across from Aftermath Cafe)
  - Film Board Ads (email fb-ads@mtu.edu)

- **Radio Announcements/Advertisements:**
  - WMTU radio (on campus)
  - WKMJ radio (off campus = 93.5 The Mix)
  - WOLV radio (off campus = 97.7 The Wolf)
  - WHKB radio (off campus = 102.3 KBear; email kreport@up.net)
  - WGLI radio (off campus = 98.7 The Eagle; email radioads@up.net)
  - WMPL radio (off campus = AM920; email wmpl@chartermi.net)
  - WNMU radio (Marquette = 90.1; email fmnews@nmu.edu)

- **TV Coverage:**
  - WLUC TV 6 (http://www.wluctv6.com)
  - WBUP TV ABC 10

- **Marquees**
  - Daniell Heights Marquee (https://webforms.aux.mtu.edu/webforms/heights/marquee_form.cfm)
  - Holiday Inn (Phone: 482-1066)
  - BestWestern-Franklin Square Inn (Phone: 487-1700)
  - King's Inn (Best Value) (Phone: 482-5000)
  - AmericInn (Phone: 337-6463)
  - Hancock Best Western (Phone 482-6111)
  - Dee Stadium (Phone: 482-7760)
**DROP** is defined as leaving items to be hung by the staff of the respective buildings/departments.

<table>
<thead>
<tr>
<th>Building (Building Number)</th>
<th># of Posters</th>
<th>Procedure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni House (9)</td>
<td></td>
<td>DROP at front desk</td>
</tr>
<tr>
<td>Academic Office Building (5)</td>
<td>2</td>
<td>DROP at the School of Business and Economics Office, 106</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>For posting on ground and 1st floor</em></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>DROP at the Social Sciences Office, 209</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>For 2nd &amp; 3rd floor posting</em></td>
</tr>
<tr>
<td>Administration Building (I)</td>
<td>1</td>
<td>DROP at the Financial Aid Office, 160</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DROP at Dean of Students, 170</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DROP at Student Services Center, 103</td>
</tr>
<tr>
<td>Memorial Union Building (34)</td>
<td>3</td>
<td>DROP in MUB Managers Office, 101</td>
</tr>
<tr>
<td>Van Pelt and Opie Library (17)</td>
<td></td>
<td>DROP in main office, 208</td>
</tr>
<tr>
<td>EERC (7)</td>
<td>2</td>
<td>DROP in the main office, 121</td>
</tr>
<tr>
<td>DOW (8)</td>
<td>1</td>
<td>DROP in Civil and Environmental Eng Office, 870</td>
</tr>
<tr>
<td>Rekhi Hall (28)</td>
<td>4</td>
<td>DROP in Computer Science Department Office, 221</td>
</tr>
<tr>
<td>Walker (11)</td>
<td>4</td>
<td>DROP at Visual &amp; Performing Arts Office, 209</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DROP in Humanities Office, 319</td>
</tr>
<tr>
<td>COMPASS</td>
<td></td>
<td>DROP in Wadsworth Hall (37) room G028</td>
</tr>
<tr>
<td>Residence Halls (31, 37, 38, &amp; 40+)</td>
<td>6</td>
<td>DROP in the Housing &amp; Residential Life Office located in Wadsworth Hall (37) Room 153</td>
</tr>
</tbody>
</table>

Printing **60 posters** will provide sufficient postings & archival records for your event planning. Hanging any material on trees, stairwells, fire doors, walls or exterior doors at any time; or violating the University posting policy is prohibited.

The Board of Control policy on posting is located at: [http://www.admin.mtu.edu/admin/boc/policy/ch15/ch15p5.html](http://www.admin.mtu.edu/admin/boc/policy/ch15/ch15p5.html)
**HANG** is the responsibility of the persons to tack and/or staple items to bulletin boards. Posting on top of other flyers is not allowed. Registered Student Organizations (RSO's) are responsible for removing all of their publicity immediately after the event.

<table>
<thead>
<tr>
<th>Building (Building Number)</th>
<th># of Posters</th>
<th>Procedure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memorial Union Building (34)</td>
<td>1</td>
<td>HANG on board behind computers in commuter lounge area in room 106</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>1</td>
<td>HANG on board near room 110</td>
</tr>
<tr>
<td>Engineering Mechanics</td>
<td>2</td>
<td>HANG on the walls across from the elevators (left &amp; far right)</td>
</tr>
<tr>
<td>Building - MEEM (20)</td>
<td>2</td>
<td>HANG on the sides facing away from the elevators on the posting cubes</td>
</tr>
<tr>
<td>Chemical Sciences and Engineering Building (19)</td>
<td>2</td>
<td>HANG near 107 and 102</td>
</tr>
<tr>
<td>Grover C. Dillon Hall (I4)</td>
<td></td>
<td>HANG near room 102</td>
</tr>
<tr>
<td>M&amp;M Building (12)</td>
<td>2</td>
<td>HANG near west entrance and U1 15</td>
</tr>
<tr>
<td>Fisher Hall (15)</td>
<td>5</td>
<td>HANG in the main lobby</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>HANG on the areas above stairwells</td>
</tr>
<tr>
<td>Walker (11)</td>
<td>1</td>
<td>HANG near room 140</td>
</tr>
<tr>
<td>Residence Halls</td>
<td>5</td>
<td>HANG <em>(Please post only on boards marked OPEN)</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td>West Wads (37) across from elevator</td>
</tr>
<tr>
<td></td>
<td></td>
<td>East Wads (37) across from elevator</td>
</tr>
<tr>
<td></td>
<td></td>
<td>East McNair (40) near east entrance of Dining Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DHH (31) near reception desk</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HiIlside Place (48) across from mailboxes on first floor</td>
</tr>
<tr>
<td>Student Development Complex - SDC (24)</td>
<td>2</td>
<td>HANG on the wall across from the fitness center (2nd floor)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HANG on the two boards near the MacTnnes Ice Arena Entrances</td>
</tr>
</tbody>
</table>
University 2012-2013
106 Memorial Union Bldg, 1400 Townsend Dr, Houghton, MI 49931
phone: 906 487-2404 for advertising
phone: 906 487-2402 for billing
fax: 906 487-3125
e-mail: lodeads@mtu.edu
http://www.facebook.com/mtulode

Abhishek Gupta (aguptal@mtu.edu)
Business Manager

Krysten Cooper (kecooper@mtu.edu)
Editor in Chief

Joseph L. Giddings (Jlgiddin@mtu.edu)
Advertising Sales

Chris Fongers (cjfongers@mtu.edu)
Circulation

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Weekly publication with free
Distribution: Tuesday/weekly.
Pages: 16
Circulation: 3000 issues.
Printed on 100% recycled paper
12.486" X 10.2778", a 1.75" wide
column with a 0.132" gutter and
0.5" margin on both sides

PRINTABLE AREA
Width: 10"       Height: 12"

AD DEADLINE
New display ads - 5pm Friday, the week before the ad is to run
Old display ads - 5pm Friday, the week before the ad is to run
Classifieds - 12pm Monday, the week the ad is to run

PRINTED
Daily Globe
118 E. McLeod Avenue, Ironwood, MI 49938

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RATES
DISPLAY ADVERTISING
Size       Gray Scale       Color
1/8 page   $75.00          $100.00
1/4 page   $130.00         $170.00
1/2 page   $220.00         $320.00
Full page  $400.00         $550.00
Dual Spread $650.00        $900.00

Dimensions:
Dual Spread: 20" x 12"
Full page: 10" x 12"
Half page: (10"x6") or (12"x5")
1/4 page: (5"x6") or (6"x5")
1/8 page: (2.5" x6") or (6"x2.5")

Frequency Discounts*:
Runs/semester   Discount
2    5%
4    10%
5    15%

* Total amount due before ad runs.

CLASSIFIED ADVERTISING
Cost is Per Week $10.00/ad up to 30
words (30c/word over 30)

INSETIONS
$90 per 1000
Shipping and handling: $25
(Send inserts to 106 Memorial Union Bldg., 1400
Townsend Dr, Houghton, MI 49931. By Monday of
the week before insertion date.)

PAYMENTS/LATE FEES
Payment due within 30 days of bill
receipt.
If not, next advertisement will need to
be prepaid.
Payments 60 days or later subject to
15% APR.

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SCHEDULE
FALL SEMESTER
(Sep - Dec 2012)
Sept. 4
Oct. 2
Nov. 6
Dec. 4

SPRING SEMESTER
(Jan - Apr 2013)
Jan. 15
Feb. 5
Mar. 5
Apr. 2

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A Tribute to Your Own Awesome

By Simon Mused  Daily Bull

Nathan Wonders: Lava Lamps

Brought to you by Nathan "Invincible" Miller

More options! More places! MORE MORE MORE!

This is a 1/11th ad

Sin9lc Ad: $10
Weekly: $14/printins
Daily: $10/println9
This is a 1116th ad
Silence: $10
Weekly: $9/printed
Daily: $6/printed
Send birthday blast! $

8••• a game!
Make a puzzle!
Make a picture!
Make SOMETHING!
Price variable by sis, and day.

This is 16th ad
Single Ad $35
Wacky $30/printed
Daily $15/printed

Illicit apr in 400 copies on campus and distributed online
(350+ subscribers)

Frequently Asked Questions
Can I do this?
Can I do that?
Do you have bulk rates?
What is real?
Does this smell funny to you?

The Daily Bull would like to thank the Daily Bull for buying our own damn printer. We love you.

Advertising inquiries, questions & comments should be directed to bull@mtu.edu
Event Promotion

Posters
The Memorial Union has designated three locations in the building for postings by members of the University and the local community, i.e., apartment for rent, stereo for sale, events, and help/wanted notices. All promotional materials must clearly identify the date of the activity and the sponsor of the activity; i.e., Varsity Club Social or Event sponsored by Educational Opportunity. Promotional material will be posted by Memorial Union staff on a regular basis, Monday through Friday, and will stay up for two weeks or when the event is over, whichever comes first.
All materials to be posted must be submitted to the Memorial Union Office for approval and posting. To keep our postings areas from becoming cluttered, unapproved posters will be recycled.

Bring 3 copies to the Memorial Union Office (101) and we’ll gladly post them for you.

Table Tents
Table tents are a low-cost advertising method that reaches a large amount of students at Michigan Tech. They consist of standard 8.5" by 11" sheets of paper folded into fours. Table tents are permitted in the Keweenaw Commons following the approval by Memorial Union staff and are intended to be announcements for current events. Table tents are recycled each weekend and when an event is scheduled in the Commons.

You’ll need approximate 120 table tents to cover all the tables in the Keweenaw Commons.
E-mail a PDF of your table tent to memorialunion@mtu.edu for approval prior to putting them on the tables.
The e-mail subject line should read 'Table Tent' and include your organization or department name.

Promotions Tables
There are two promotions tables located in the Keweenaw Commons that can be used by student organizations and University departments to sell tickets to events, promote activities, recruit members, etc. Tables need to be reserved in advance.
E-mail memorialunion@mtu.edu to reserve a promotions table. The e-mail subject line should read 'Promotions Table' and include your organization or department name. If you are interested in the space, please include the dates in which you are interested and information on how you plan to use the space.

Display Cases
University departments and student organizations can take advantage of three display case spots in the vestibule of the main entrance to the Memorial Union. Display case spots are reserved for one semester at a time and should remain up to date with current information.
E-mail memorialunion@mtu.edu to reserve a spot in the display case. The e-mail subject line should read 'Display Case' and include your organization or department name. If you are interested in the space, please include the dates in which you are interested and information on how you plan to use the space.
ADVERTISING AN EVENT THROUGH
MICHIGAN TECHNOLOGICAL UNIVERSITY

- **Tech Today**
  - **What it is**
    - *Tech Today* is Michigan Tech's employee newsletter, published daily when school is in session and periodically during breaks. It includes stories about the University's people, activities, and events. Learn more at [www.admin.mtu.edu/urel/ttoday](http://www.admin.mtu.edu/urel/ttoday).
  - **How to get your announcement into Tech Today**
    - In addition to news stories, *Tech Today* features departmental updates and event announcements. To be considered for publication, submissions must be University related and applicable to the entire campus community. You can submit your announcement via email at [ttoday@mtu.edu](mailto:ttoday@mtu.edu) (they prefer straight embedded text versus attachments) or campus mail by forwarding it to *Tech Today, University Marketing and Communications*.
    - For more information, contact 906-487-2343

- **Student Weekly News Brief**
  - **What it is**:  
    - The Weekly News Brief is a weekly e-mail sent out every Friday to the president of every registered student organization on campus as well as students that request to receive it.
    - These emails usually have a large number of announcements, so it is best to keep your press release to short (about a paragraph) or make a bulleted announcement.
  - **How to get your announcement into the Student Weekly News Brief**:  
    - It can be in the news brief for two weeks. *It needs to be for an event that is open to the public/all students.* Send your announcement by Thursday if you want it in the news brief on Friday to Maryann Wilcox (Coordinator for Student Activities, Student Organizations in the Student Organization Office, MUB 106) [mawilcox@mtu.edu](mailto:mawilcox@mtu.edu).

- **Dining Hall Table Tents**
  - **What it is**:  
    - Table tents are quarter folded paper announcements that announce various events around campus.
  - **How to get table tents in the Dining Halls**
    - For dining halls, spaces must be reserved in the MUB Office 101. Only five spots are available at one time, and the table tent can *only run for two days.*
These spots always fill up fast every semester as it is five spots for the entire campus and departments, not just student orgs or Greek Life.
• You will be denied space if the event is pertaining to recruitment, as Greek Life has a spot (outside of the five permitted tents) booked year round for recruitment events. For more information about recruitment table tents, please talk to your governing council.

• Once your spot is booked, you must submit a table tent prior to the event for approval. Once approved, you must distribute the table tents yourself the morning of your reserved spot.

• There are approximately
  • 50 spots in McNair
  • 30 spots in DHH
  • 100 spots in Wads

• When entering, explain what you are doing to the dining hall staff at the entrance
• When you reservation has expired, Dining Services will remove the table tents for you.

- MUS Table Tents
  o What it is:
    • Table tents are quarter folded paper announcements that announce various events around campus.
  o How to get table tents in the MUB:
    • Unlike the dining halls, the MUB commons does not have any restriction on the number of table tents that can be displayed but they still must be approved before distribution in MUB 101.
    • You are responsible for distribution of the 100 table tents in the commons
    • Dining Services periodically review tents and discard as events pass or are no longer relevant.

- EDS (Electronic Display System)
  o What it is:
    • EDS is the network of televisions around campus that constantly scroll through slides of events happening on campus. This service is FREE.
  o How to get your announcement on EDS:
    • A minimum of three days notice is required for processing requests. Messages will be displayed for a maximum of two weeks, unless prior approval is obtained.
    • Submit a PowerPoint slide the size of 8.88" by 6.66", landscape orientation with no more than 60 words and minimal graphics
    • Submit slide(s) to eds@mtu.edu and include:
      • Date(s) to be displayed
      • Sponsor/Organization
      • Name of requestor
      • Phone/e-mail
- **Michigan Tech Magazine/Website**
  
  o **What it is:**
    - The Michigan Tech Magazine is the publication sent out to Alumni every semester detailing the current happenings at Michigan Tech. The website is the [www.mtu.edu](http://www.mtu.edu) website which updates much more frequently.
  
  o **How to get your announcement in the Magazine or Website:**
    - If you are spearheading a new program, publishing an important research finding, or developing a new curriculum or Enterprise, or if you’re simply doing something new and exciting, go to [http://www.mtu.edu/umc/services/pr-news/story-idea/](http://www.mtu.edu/umc/services/pr-news/story-idea/) and let them know.

- **Daily Bull**
  
  o **What it is:**
    - The Daily Bull is a student-run daily news spoof and has high readership across campus. Advertising events is extremely easy, but must be done at least one week in advance.
  
  o **How to get your announcement in the Daily Bull:**
    - Three sizes of ads are available for sale. Go to pages 17 through 19 for the advertising contract/form and for the price and sample sizes.
    - The ads position on the paper is determined by the editors. Generally, most ads are placed on the back side of the paper, unless it is specifically requested to be on the front, in which case there may be an additional fee. The layout of the ad is up to the advertiser.
    - The advertising manager does design the ads for no additional cost if the group knows what information they want, but does not have a pre-made ad (Also because of space restrictions, some ads are re-designed, with advertiser approval, and then run).
  
  o **Contact:**
    - bull@mtu.edu
    - Desk in the Student Organization Office (MUB 106)

- **Michigan Tech LODE**
  
  o **What it is:**
    - The Michigan Tech LODE is the student-run weekly newspaper that goes to print about the middle of the week.
  
  o **How to get your announcement in the LODE:**
    - Call the LODE Office, located in the Student Organization Office (MUB 106) at (906) 487-2404
    - To contact online, go to [www.mtulode.com](http://www.mtulode.com) and click “Advertising” on the top banner
      - Fill out the subsequent form and you will receive more information including pricing
- **Film Board Ads**
  - **What it is:**
    - Before every movie showing by Film Board, advertising slides are shown on a rolling basis to the waiting audience.
  - **How to get your announcement in the Film Board Ads:**
    - Download the specific PowerPoint template at [http://filmbrd.students.mtu.edu/node/9](http://filmbrd.students.mtu.edu/node/9)
    - The slide(s) must be in PowerPoint (non-07 format), in 16:9 size, with embedded fonts.
    - The slide must be in this format or it will not be shown.
    - Pick up an "Advertising Contract" in the Student Organization office MUB 106 or fill out the form online at [http://filmbrd.students.mtu.edu/node/9](http://filmbrd.students.mtu.edu/node/9)
    - Slide and Payment must be received, and an Advertising Contract completed prior to 5:00pm on the Thursday before the first Advertisement Weekend
    - Two plans are available for advertising
      - Option 1: Run the slide(s) on specific weekends and pay $5 per weekend
      - Option 2: Run the same slide(s) for the entire academic semester for a discounted rate of $50
    - Cash, Check, or IB are accepted
    - Submit documents to the Current Film Board Advertising Chair: Jim Wallor (231)343-8618 fb-ads@mtu.edu

- **MUB Kiosk**
  - **What it is:**
    - Outside of the MUB on the campus side, there is an advertising kiosk underneath a digital readout of the time and temperature.
  - **How to get your announcement in the MUB Kiosk:**
    - Talk to Maryann Wilcox, the Coordinator for Student Activities, Student Organizations in the Student Organization Office in MUB 106, and see if space is available during your requested dates
    - If space is available, fill out the "Student Organizations MUB Kiosk Space Sign-Up Sheet" included on page 21 of this packet (also available in the SOO in MUB 106) and submit to Maryann
    - Make arrangements to pick up the key from Maryann during your ad run
    - Display must NOT be only posters – you must utilize space to the fullest
    - You are responsible for removing your display from the kiosk after your requested time is over. If you do not remove them in a timely manner your future request for MUB Kiosk Space will not be granted.
    - If you’re requesting space for an extended period of time, the information contained in the kiosk must remain up-to-date and not weather-beaten, so...
displays will need to be changed accordingly. Failure to do so will result in losing kiosk space privileges.

- **Postings Around Campus**
  - **What it is:**
    - In every building on campus there is at least one board dedicated to student and organizational postings.
  - **How to get your announcement posted around campus:**
    - Postings on campus are limited to specific boards. Some buildings require you to post yourself while others require you to hand it to an office in the building. See pages 22 and 23 for the detailed information for each building on campus.
    - If you post outside of allowed space, you will be contacted by the building manager for the applicable posting(s) and the posting(s) will be removed. The manager may also revoke your posting privileges in their building or contact Conduct Services.

- **WMTU**
  - **What it is:**
    - WMTU is the student-run radio station at Michigan Tech, and broadcasts live from the ground floor of Wadsworth Residence Hall.
  - **How to get your announcement on WMTU:**
    - WMTU is always open to organizational advertising. Simply call the station at 906-487-2333 and ask for more details. You may also email Collin at wmtu-pro@mtu.edu for more details as well.

- **Involvement Link**
  - **What it is:**
    - Involvement Link is Michigan Tech’s new student organization database, housing all of the information about every student org at Michigan Tech and allows digital postings of upcoming campus events.
  - **How to get your announcement on Involvement Link:**
    - Create a digital flyer for all to see on www.involvement.mtu.edu
    - If you are a member of the organization on involvement link, click on the organization the event is through under the list “My Involvement”
    - Click “Events” from the list on the left and click the button “Create Event” on the top right of the screen
    - Fill in the form, upload the flyer, and click create
      - The file for the flyer can be either a JPEG, PNG, or a PowerPoint slide
      - If you do not upload a flyer/file, your event will not appear on the digital cork board on the home page.
    - Once approved, your flyer will appear on the digital corkboard on the home screen.
ADVERTISING IN THE KEWEENAW

• The Daily Mining Gazette
  o What it is:
  - The Daily Mining Gazette is the newspaper for the Houghton/Hancock area since 1858 and is widely distributed across the Keweenaw and Upper Peninsula.
  o How to advertise in the Daily Mining Gazette
  - To buy an ad online, go to Mininggazette.com > click "Ads" in the top bar > click "Place an ad" in the list of options and fill out the subsequent forms. The ad will then be made for you.
  - For prices, call the paper directly
  - To contact the advertising department
    - Yvonne Robillard
      Advertising Manager
      Phone: (906) 483-2220
      yrobillard@mininggazette.com

• WKMJ 93.5 The Mix (The Voice of the Huskies)
  o What it is:
  - WKMJ is the Voice of the Huskies and works with Michigan Tech to actively promote many of our programs including sports and events. It is owned and operated by a company out of downtown Hancock, MI.
  o How to advertise on WKMJ
  - Simply call or stop by the main office in downtown Hancock to find out more about ads and ad time available. The Mix is very accommodating for Michigan Tech.
    - rick@wmpl920.com
    - Phone: (906)-482-3700
    - Fax: (906) 482-1540
    - 326 Quincy St.
      Hancock, MI 49930

(continued on next page)
- **WOLV 97.7 The Wolf and WHKB KBear 102.3FM**
  - *What they are:*
    - WOLV and WHKB are locally licensed and operated FM radio stations in the Keweenaw playing classic hits and country, respectively. Both are owned and operated by the same company and run out of the same building in Houghton.
  - *How to advertise on WOLV and/or WHKB:*
    - Simply stop by or contact the station about ads and ad time available. Most radio stations are always willing to helpful to Michigan Tech and students.
    - Contact Jeff Harju, the Sales & General Manager at jharju@up.net
    - 313 East Montezuma Avenue
      - Houghton, MI 49931
    - Phone (906)482-7700
    - Fax (906)482-7751

- **The Rockin' Eagle WGLI-FM 98.7**
  - *What they are:*
    - WGLI is a locally licensed and operated FM radio stations in the Keweenaw playing rock music. It is owned and operated by a local company and run out of Hancock, MI.
  - *How to advertise on WGLI:*
    - Simply stop by or contact the station about ads and ad time available. Most radio stations are always willing to helpful to Michigan Tech and students.
    - Contact Sales Manager Mac Marzke at (906) 483-4901. You may also email the station at wcupads@up.net or call the station's general number at 906-487-7625.
    - The Hancock studio is at the Quincy Center with another studio in Baraga, MI.
PROMOTING A STORY IN THE KEWEENAW

- **The Daily Mining Gazette**
  - *What it is:*
    - The Daily Mining Gazette is the newspaper for the Houghton/Hancock area since 1858 and is widely distributed across the Keweenaw and Upper Peninsula.
  - *How to promote a story in the Daily Mining Gazette:*
    - There are many ways to potentially get your story heard. You may submit a press release yourself you may call the office directly and may inform them of your story. You may also contact the reporters directly:
      - *Garrett Neese*
        Phone: (906) 483-2208
gneese@mininggazette.com
      - *Kelly Fosness*
        Phone: (906) 483-2207
kfosness@mininggazette.com
      - *Kurt Hauglie*
        Phone: (906) 483-2211
khauglie@mininggazette.com
      - *Stacey Kukkonen*
        Phone: (906) 483-2202
skukkonen@mininggazette.com

- **WLUC TV**
  - *What it is:*
    - WLUC is one of two UP news stations based out of Marquette, but is the only one with an office in Houghton. It broadcasts programming from NBC and FOX.
  - *How to promote a story:*
    - You can also email the station at tv6news@wluctv6.com or call or fax the local office:
      - (906) 487-6666
      - (906) 487-5285 Fax

- **WBUP ABC 10**
  - *What it is:*
    - WBUP is one of two UP news stations based out of Ishpeming. It broadcasts programming from ABC and the CW.
  - *How to promote a story:*
    - To contact WBUP, call 906-204-2436, or you may fax a press release to 906-204-2433
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  - **What it is:**
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  - **How to promote a story on WKMJ**
    - Simply call or stop by the main office in downtown Hancock. The Mix is very accommodating for Michigan Tech.
    - [rick@wmpl920.com](mailto:rick@wmpl920.com)
    - Phone: (906)-482-3700
    - Fax a press release to (906) 482-1540
    - 326 Quincy St.
      Hancock, MI 49930

- **WOLV 97.7 The Wolf and WHKB KBear 102.3FM**
  - **What they are:**
    - WOLV and WHKB are locally licensed and operated FM radio stations in the Keweenaw playing classic hits and country, respectively. Both are owned and operated by the same company and run out of the same building in Houghton.
  - **How to promote a story on WOLV and/or WHKB:**
    - Simply stop by or contact the station. Most radio stations are always willing to helpful to Michigan Tech and students.
    - 313 East Montezuma Avenue
      Houghton, MI 49931
    - Phone (906)482-7700
    - Fax a press release to (906)482-7751

- **The Rockin' Eagle WGLI-FM 98.7**
  - **What they are:**
    - WGLI is a locally licensed and operated FM radio stations in the Keweenaw playing rock music. It is owned and operated by a local company and run out of Hancock, MI.
  - **How to promote a story on WGLI:**
    - Simply stop by or contact the station. Most radio stations are always willing to helpful to Michigan Tech and students.
    - Call the station’s general number at 906-487-7625 or email a press release to eaglenews@up.net
    - The Hancock studio is at the Quincy Center with another studio in Baraga, MI.
MASS PRINTING THROUGH MICHIGAN TECH

• Contact information
  o PrintShop
  o Hours of Operation
    • 8:00 AM to 5:00 PM (academic year)
    • 7:30 AM to 4:00 PM (summer)
  o Administration Building G30
  o Office: 906-487-2347
  o Rodney Thompson
    • rdthomps@mtu.edu
  o Mark Kastamo
    • mskastam@mtu.edu

• Before making the publication, talk to the Print Shop and understand the requirements of the design and limitations of the shop.
• Once you have created the publication, go to the Student Organization Office in MUB 106 during normal business hours.
• Talk to Maryann Wilcox, the Coordinator for Student Activities, Student Organizations, and ask for the "Student Organization Account Use Request Form"
  o In order to use this form your organization may not have any outstanding debt with the university. This will be verified by Maryann at the type of the request!
  o You need a new request form for each usage of the account
• Bring the form and publication (either on USB or sent by e-mail in the correct format and size as you discussed before making the publication) to the Print Shop.
  o Fill out the form and provide the copy of the "Student Organization Account Use Request Form"
• Your publication should be ready within a week or two
• Your organization will receive a bill in your Student Organization Mail box in the Student Organization Office. This must be paid by the date indicated on the invoice
  o This must be paid before you may use the account number again.
  o If you are not paid in full by the date on the invoice, you will be charged late fees
**How to Write a Press Release**

A press release is a written communication which purpose is to report on an event, circumstance or occurrence by a third party, and is provided to the news media for the purpose of promotion. Business, organizational or personal press releases are different from a news article in that a news article is a compilation of facts developed by journalists and then published as news content within a given media outlet.

A press release, on the other hand, is designed to be sent to journalists and or media outlets (newspapers, magazines, broadcasters, etc.) in order to encourage them (the reporter or actual media outlet) to develop news articles on the subject. A press release is generally biased toward the objectives of the press release's author and is most often viewed as raw materials by the media when creating news content.

Since the advent of the Internet the lines between "news" as compared to a press release are getting blurred, but the purpose of a press release, within its related format, is to reach out to the media to get them to report on your particular message, with secondary "direct to readership" benefits associated with overall Internet based publicity.

- **You must report in the "third person".** Just like a news release, a press release purports to report on an event, circumstance or occurrence by a third party. When writing a news release, be a reporter and report on yourself or your business.

- **Third Person Example:** "According to John Doe, the next version of Webster’s Dictionary will include two new slang terms that were identified in his research as being part of ...".

- **Inappropriate Example:** "I, John Doe, was informed that the next version of Webster's Dictionary will include two new slang terms that I identified in my research as being part of ".

Press releases are most effective when they are under 500 words, generally two to three paragraphs, preceded by a clear and attention grabbing headline. Remember, this content is intended to be used by the media, so be accurate and reasonably detailed.

- **At the very top**
  Indicate the time for release/publication or the press release. Usually this test should read: FORE IMMEDIATE RELEASE. But if you are proactive and plan to send this out a few days before the event and want to submit it, indicate a date of release: RELEASE XX/XX/20XX.
- **Headline**
  Be creative and keep it to one sentence. Capitalize the first letter of all words but do not use all upper case letters. Exclamation marks ("!") conveys that your release is advertising, not news, and it's the credibility of news that generates the good publicity.

- **Paragraph 1**
  Physical location (country, state, city), Month, Day, Year - Begin with a strong introductory paragraph that captures the reader's attention and contains the information most relevant to your message such as the "Five W's" of (W)ho, (W)hat, (W)hen, (W)here, and (W)hy, when applicable. This paragraph should summarize the News Release such that if it was the only part seen by a reader, it would tell your entire message, and it should include a hook to get your audience interested in reading more.

- **Paragraph 2, 3, 4, ...**
  These paragraphs should contain more detailed important information, and make up the body of the release. Pick up with the information provided in your first paragraph, including quotes from key staff, customers or subject matter experts. Make sure you use correct grammar so as not to affect your credibility negatively.
  As for content, make sure to keep in mind that you are writing a press release to grab the attention of the media. It is very important to maintain factual accuracy, make sure you are cleared to use quotes or information about businesses, and most importantly have an angle that will appeal to journalists (often by connecting your release to current events or issues). Effective releases usually utilize a strategy known as the inverted pyramid, which is written with the most important information and quotes first. *The final paragraph should restate and summarize the key points of your release.*

Below are items that should be included only if they apply to the story:

- **Additional 1**
  Provide avenues for the reader to obtain additional information, demos, samples, etc., and it is important to Internet links.

- **Additional 2**
  Include trademark acknowledgments, product or event timelines, availability, logistics, etc. in paragraph form. *Usually for national Greek organizations, your letters are trademarked and you must acknowledge this.*

- **Additional 3**
  Background information about the company featured in the release, if appropriate, as well as any applicable safe harbor statement or disclaimers.

- **Additional 4**
  Include contact information about the release (name, title, email, telephone, etc.) within the appropriate online form. Make sure it is the person who can answer questions about the release. *This should always be included.*
SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Omega Nu Kappa Sorority Helps Fight Cancer with Chocolate

HOUGHTON, Michigan (March 25, 2011) – The Omega Nu Kappa "0-Kapps" Sorority at Michigan Tech is contributing to the fight of cancer during the month of April. Partnered with St. Jude's Children Research Hospital and Nestle USA, 0-Kapps will be selling five inch chocolate hearts on Michigan Tech's campus and at Econo Foods of Houghton to benefit cancer research. With the purchase of each heart during the month of April, Nestle USA will donate $5 to St. Jude Children's Research Hospital, and 0-Kapps hope to reach a goal of $2,000.

"Although this is philanthropy work for our sorority, this project means a great deal more to us," said President Julie Wilcox. Over the past two years, three sisters of the Michigan Tech chapter of Omega Nu Kappa have been diagnosed with cancer and have had to leave school to receive treatment. All three sisters currently reside in the Milwaukee area with their families. "I miss our sisters so much, and I want to do everything I can to help them if I can't be there by their side," said Maryann James, the little sister of one of the cancer patients.

0-Kapps got the idea for the fund raiser after seeing a commercial for Nestle's Melt My Heart campaign during this past Valentine’s Day season. "We thought that this would be a great way to show that even though our sisters are away, we are still supporting them with our love and our hearts.” Nestle agreed to the philanthropy project after receiving a heartfelt letter from James in mid February.

The three sisters currently receiving treatment cannot believe how much their sisters in Houghton still care for them. "We all cried when they told us about the project,” said Rindsey Leader, one of the sisters with cancer, "their support is really helping us through this hard time.”

For their efforts, Omega Nu Kappa Sorority Inc. has promised to match the amount donated by Nestle USA. "We are extremely proud of our undergraduate sisters and believe their love for their sisters is exemplary," wrote National President Melinda Huggins.

You can purchase these hearts for $5 each in the ground floor of the Memorial Union Building on Michigan Tech’s campus, at Econo Foods of Houghton, or online at liveandgive.nestle.com. You may also contact the sorority directly at 906-487-5555 and ask for Maryann, or you may e-mail your order to majames@mtu.edu .

Omega Nu Kappa and Nestle USA are registered trademarks. St. Jude Children's Research Hospital is a not-for-profit, section 501(c)(3).

Contact:
Jane Sorority, Public Relations Chair
jdsorori@mtu .edu
906-487-5555
Facilitator