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On-Campus Promotion Resources

This guide is intended to help the Rutgers community publicize events that they are sponsoring to audiences within the university.

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Chalking on Campus

How can I chalk on campus?

Rutgers affiliates are allowed to chalk on designated areas on campus, however they must be affiliated with a student organization or department, and must be chalking for that particular affiliation. Furthermore, prior approval is required and must occur at least one week before the date of the requested chalking. This can be done by completing a Chalking Request Form. Rutgers affiliates should complete a Chalking Request Form and submit it to:

College Avenue Campus:
 Student Activities Center, Student Involvement Office (lower level)
 Rutgers Student Center, Room 449

Busch Campus:
 Busch Campus Center, Student Involvement & Transitions Office,
 Room 121

Forms can be found at the
<http://getinvolved.rutgers.edu/organizations/resources-and-training/forms-library>.

Mailing

How can I distribute information to student mailboxes?

A campus post office is located on each campus in New Brunswick/Piscataway. Upon request, University Mail Services will deliver both small (25 or fewer pieces) and mass mailings (25 or more pieces) to individual student mailboxes. For general information about mail services, visit the Mail Services web site at <http://mds.rutgers.edu>. Contact the campus locations at:
Busch Campus: Busch Campus Center, 732-445-2644
College Avenue Campus: Records Hall, 732-932-7261
Cook Campus: PAL Building, 732-932-9420
Douglass Campus: Douglass College Center, 732-932-9432
Livingston Campus: Tillett Hall, 732-445-2030

How can I distribute information by mail to faculty and staff?

If you are interested in distributing information by mail to faculty and



staff contact Mail Services at 732-932-2143. Based on who you are interested in reaching (example: all full-time faculty, deans, directors, all full-time staff, etc), they can provide you with information regarding how many people are in that category and the cost for the various types of addressing services they provide. Mail Services can print addresses directly on pieces or can provide address labels that you can use to address your piece yourself. There is a cost associated with purchasing the addresses, and this varies depending on what options you choose. However, campus mail distribution is free. Distribution usually takes place the next day after labeling. Be sure to contact Mail Services in advance to discuss options and to leave plenty of time for addressing and distribution.

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Posting

How can I post flyers or posters in residence halls?

In order to post flyers or posters in the residence halls, you will need to email an electronic copy of your flyer or poster to Joan D'Orvilliers at dorvilli@rci.rutgers.edu. If your flyer or poster is approved, she will provide you with information on how many copies are needed and where to deliver the copies so that they can be distributed.

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How can I get table tents, flyers, or large posters in the student centers?

Rutgers affiliates (sponsoring department or organization) who would like to advertise on campus by using flyers must go to the following location(s) to have their flyer stamped and approved:

College Avenue Campus:

Student Activities Center, Student Involvement Office (lower level)
Rutgers Student Center, Room 449

Busch Campus:

Busch Campus Center, Student Involvement & Transitions Office,
Room 121

According to the date of the event, Rutgers affiliates are allowed to post their flyers on appropriate locations on campus no more than five (5) days prior to the date of their event. Rutgers affiliates who would like their flyers approved to be posted must bring one copy of the flyer to any of the locations listed above. Upon approval, the flyer will be stamped, dated (start date, end date) and initialed. Copies of the flyer can also be made within the building. Different rules may apply when making copies (such as quantity, selection of paper, etc.). In order to aid the environment, and to make sure that Rutgers' campuses remain appealing to visitors, students, and workers, only three (3) flyers will be permitted for posting per area.

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Having items posted in the student center display cases and getting permission to hang banners :

Rutgers Student Center Manager: Michelle Smith (Student Center Manager), (732)932-8070, meishi@rci.rutgers.edu

Cook Student Center: Free Speech Board in the Cafe, (732)932-7617. Get approval from Reservations Coordinator in office in the rear

of the building.

Douglass Student Center: Mark Sharp (Reservations Coordinator) (732)932-9374, peter21@rci.rutgers.edu, office located upstairs in Douglass Student Center.

Student Activities Center: Call (732)932-8821

Busch Student Center: No display cases only bulletin boards are available for postings; get approval from info-desk or call (732)445-4724

Livingston Student Center: Call (732)445-3561

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Can I hang flyers at bus stops?

The following places have been deemed appropriate for flyer postings: Bus stops that provide a bulletin board or posting site.

The following areas are strictly prohibited from being posted on: Bus stops that are glass enclosed.

Signs that have been officially approved by university officials will be torn down tri-weekly, (Monday, Wednesday, and Friday) between the hours of 6:00 a.m. and 8:00 a.m. only and will be strictly enforced. Flyers that have not been approved for posting will be removed immediately. See the above section on posting at student centers for getting a flyer approved.

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Public Forums

How can I hold an outdoor public forum on any of the campuses?

Anyone planning to hold an outdoor public forum, such as a rally or candlelight vigil, is encouraged to file a Public Forum Notification Form with Rutgers University Student Centers- Student Involvement Office. The process is applicable to all registered organizations at Rutgers University that wish to hold public forums at Rutgers University. Although not required, the filing of a Public Forum Notification is encouraged by all organizations. Non-university entities are not given nor do they have implied priority on University property in the free speech area. No commercial entities (University affiliated or otherwise) are permitted to sell merchandise and services in the free speech area. For more information on public forums, see your student organization's administrative adviser or visit <http://getinvolved.rutgers.edu/> and click on the Organizations and Involvement tab.

Designated Free Speech Area Locations:

College Avenue Campus - A designated free speech area is located on the steps between the main entrance of Brower Commons Dining Hall and Stonier Hall on College Avenue. The space also extends back to the Records Hall courtyard.

Cook Campus - A designated free speech area is located in the middle of the Newell Apartments.

Livingston Campus - A designated free speech area is located on the patio of the Livingston Student Center.

Douglass Campus - A designated free speech area is the patio and grass area on the Nichol Avenue side of the Douglass Campus Center.

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Publications

How do I submit information to student publications?

Daily Targum

The Daily Targum is a student-written and student-managed, nonprofit, incorporated newspaper published Monday through Friday while classes are in session during the fall and spring semesters, and online at <http://www.dailytargum.com>.

- For information on retail advertising rates, visit <http://www.dailytargum.com/2.7400>. You can also contact 732-932-7051, ext. 604, for display advertising or 732-932-7051, ext. 603, for classified advertising.
- The Daily Targum publishes letters to the editor. Anonymous letters will not be considered. Please contact oped@dailytargum.com or call 732-932-2012 to learn more about submitting materials for the editorial section.
- The Daily Targum welcomes news tips and calendar listings. For news, email news@dailytargum.com. For entertainment, email ib@dailytargum.com.

Green Print

Information Not Yet Available

The Medium

The Medium is a university-wide weekly newspaper run out of the Student Activities Center on the College Avenue Campus. The submission deadline is Sunday at 12 noon for the following Wednesday's issue. Visit <http://www.themediumonline.com>, email eic@themediumonline.com, or call 732-373-7085 for more information.

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How do I submit information for the Rutgers Magazine?

Rutgers Magazine is a 48-page magazine, published three times a year. The magazine's audience is 350,000 alumni, faculty, and friends of Rutgers University. For more information about *Rutgers Magazine* visit <http://ur.rutgers.edu/magazine/>, to submit letters to the

editor email rutgersmagazine@ur.rutgers.edu, fax 732-445-5925, or mail Rutgers Magazine, 96 Davidson Road, Piscataway, NJ 08854-8062.

To find out about advertising opportunities, please contact jweber@ur.rutgers.edu.

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How do I submit information for the alumni publications?

If you would like to write an article for the *Rutgers Alumni Monthly* eNewsletter, for the alumni section of *Rutgers Magazine*, for the annual *Roundtable Newsletter*, or for any of the smaller alumni association newsletters, please contact RuAlumni@winants.rutgers.edu

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Radio

How can I submit information for campus radio?

WRSU 88.7 FM

WRSU is a college radio station that is noncommercial funded by Rutgers University by program grants from local record stores and by underwriting from local businesses. For more information, contact WRSU at 732-932-7800 or email wrsu@wrsu.rutgers.edu.

RLC-WVPH 90.3 FM (THE CORE)

RLC-WVPH 90.3 FM (THE CORE) is the Livingston College radio station bringing Livingston campus and beyond a wide array of music all hours of the day and night. For more information, contact THE CORE at 732-445-4100 or email productiondirector@thecore.fm.

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Tables

How can I reserve a table for information distribution?

Dining Halls

Recognized and Registered student organizations and departments may reserve tables for the distribution of information relevant to the mission of the organization or the department. A Soliciting Permit Form must be completed and submitted to the Office of the Executive Director, Division of Dining Services (Records Hall Room 104). Promotional information for events, literature distribution, displayed or distributed material must be confined to the surface of the table. Reservations are granted on a first come - first served basis. Hours of Operation: Monday - Friday 8:30am-4:30pm. No items are to be displayed on the floor or walls. Hanging or taping materials on walls, windows, columns, painted surfaces and doorways are strictly prohibited. The name of the sponsoring student organization / department must be displayed on the table. Signs must be professionally printed or computer generated, of reasonable size, (no smaller than 8.5 by 11 inches), and must be in English, or if written in another language, must provide an English translation. All walkways and hallways must be kept clear. All personnel at a table must stay to the sides or behind the table. No active solicitation is permitted. A

representative from the sponsoring organization / department must be present at all times. No tabling allowed the first and last two weeks of the semester. For general information and policies, visit the Dining Services website: <http://food.rutgers.edu/policies-and-procedures/table-permits>

Student Centers

Tables are available in the Student Centers for information distribution, fundraising, ticket sales and employee recruitment. Student organizations and University Departments are permitted a maximum of 10 (ten) dates each semester. After the third week of each semester, student organizations may reserve additional tables as available. Affiliated congregations may reserve 4 (four) dates each semester. The name of the sponsoring organization or group must be displayed clearly somewhere above or on the table.

Busch Campus Center: Call office(732)445-2644

Douglass Student Center: Contact Mark Sharp (Reservation Coordinator) (732)932-9374

Rutgers Student Center: Contact Michelle Smith (732)932-8070

Student Activities Center: Call (732)932-8821

Livingston Student Center: (732)445-3561

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Television

How can I submit information to be aired on RU-tv?

RU-info Channel

The RU-info Channel (Channel 3 on RU-tv) is a 24-hour, text-based forum for sharing information about campus activities, programs, services, and events. Inform the university community of your events or announcements by visiting <http://rutv.rutgers.edu/infochannel.shtml>. Submissions should be made at least two weeks in advance of the desired time of posting.

Inside Rutgers

Inside Rutgers is a student-produced program that provides informative glimpses of campus life, explores student interests and concerns, and showcases student-oriented events. You can submit feedback and share ideas for Inside Rutgers on RU-tv Channel 8 & 60. For more information, email insiderutgers@ur.rutgers.edu.

Video Projects

You can submit a video project for possible airing on RU-tv. For submission guidelines and more information, visit <http://rutv.rutgers.edu/submitproject.shtml> or contact Brent Smith, Assistant Director at bsmith@ur.rutgers.edu.

Promotional Announcements

RU-tv is able to produce a limited number of promotional announcements for Rutgers groups and organizations. For information about how your club or organization can get involved, email psa@cisrutv.rutgers.edu or contact the Programming Department at 732-445-3710, ext. 6200.

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Web

How can I submit an event to the Online Calendar of Events on the Rutgers web site?

The Online Calendar of Events can be accessed by students, faculty, staff, visitors, and the public. The system contains events for all three of the Rutgers campuses and is located at <http://ruevents.rutgers.edu>. Organizations and departments affiliated with Rutgers can join the Online Calendar of Events so that they can submit events.

How can my information be included in the *Faculty & Staff Bulletin*?

The Faculty & Staff Bulletin contains official and timely information for employees at Rutgers. Submissions must be received by noon on Thursday in order to be considered for inclusion in the following Wednesday's Bulletin. Submission categories include Announcements, Community Information, Awards & Honors, Events and more. Email bulletin@rci.rutgers.edu with any questions, or visit <http://bulletin.rutgers.edu> for submission forms.

How can I submit info to be included in the RU-Info Update Webcast?

The RU-info Update is a daily video posted on the RU-info Facebook

page, RU-info Twitter, aired on RU-tv Channel 6, and the RU-info YouTube channel. It provides students with information about upcoming events, as well as reminders regarding schedule changes, registration, and other academic information. To submit a request, email infoupd@rci.rutgers.edu.

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Email

What methods are available to distribute information to the community by mass email?

New Brunswick Official Student Listserv

The New Brunswick Official Student Listserv is a weekly message of official notices sent every Tuesday to all students on the New Brunswick campus. Official notices are those that are financial, student life, or academic in nature. Event information is typically not approved for posting on the New Brunswick Official Student Listserv. For more information, including a copy of the guidelines, procedures for submitting a notice, and a sample message, contact RU-info at 732-445-5745, ext. 2621, or email ruinfo@rci.rutgers.edu.

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Individual School Listservs

School of Environmental and Biological Sciences

For the School of Environmental and Biological Sciences listserv, submit information online at <http://www.rci.rutgers.edu/~acampbel/ccwn.htm> or send an email to studentmail@aesop.rutgers.edu.

Ernest Mario School of Pharmacy

For the School of Pharmacy listserv, contact Jenny Visaggio at visaggio@rci.rutgers.edu.

Rutgers Business School: Undergraduate - New Brunswick

For the Rutgers Business School listserv, contact Dean Martin Markowitz at markowit@business.rutgers.edu.

School of Engineering

For the School of Engineering listserv, contact Dean Fred Bernath at bernath@rci.rutgers.edu.

School of Arts and Sciences

The School of Arts and Sciences listserv, contact Dean Lenore Neigeborn at neigeborn@sas.rutgers.edu.

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Self-Subscribe Listservs

Rutgers Events Listserv

Does your organization have great events happening on campus? Looking for another marketing tool? List your events on the Rutgers Events Listserv. The purpose of this listserv is to encourage students, faculty, and staff to take advantage of the diverse social, educational, and cultural events that occur within the Rutgers community. To aid in disseminating information about events and programs that may be of benefit to those within the Rutgers community. Events and programs may be used to further promote and recognize Rutgers organizations and causes. The listserv includes specific information about upcoming events and programs that may be of interest to those who opt into the listserv. To ensure consistent readership, submissions must stay focused in event description and relevant to the reader population. The requirements

for submission are:

- Each item is limited to 75 words or less, with contact information and/or website address provided.
- The heading of an item should read the name of the event or a short descriptive phrase (no more than five words).
- All items must be formatted in plain text only, as to maintain fair publicity for each event and to ensure legibility for readers.
- Listserv will be distributed through email weekly and will therefore include information that must be received at least two weekdays prior to circulation (sent by Thursday to be distributed Monday). It is best to submit program or event details as early as possible to ensure that the item will be included.
- All submissions must be sent to osi@echo.rutgers.edu.
- The number of items included in listserv will be determined according to a first come, first serve basis in consideration of spatial limitations.
- As a service to the Rutgers community, the listserv does not assume responsibility for the publication or implementation of any events. The final decision to include an item in the listserv will be made by the listserv administrator.

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