Advertising Within The Walton College

**DIGITAL SIGNAGE:** (Messages are only inputted on Tuesdays and Fridays)
*Best suited for Walton College wide announcements, WCOB Student organizations, guest speakers, and major events.*

1. The plasma screens are a very effective tool for advertising in general. They are on 24 / 7 and easily accessible to everyone.
2. There are two plasma screens located on the second and third floor of the Walton College, one in the atrium of the Reynolds Center and eventually three in Walker Hall. The same message can be placed in one, two or all three buildings simultaneously.
3. Any faculty, staff or WCOB student based organization can submit messages to be played on these screens.
4. You may submit a message days, weeks or months in advance of the event. The announcement can be made available during a specific date range.

Click on the appropriate link to submit a message.
For Walton College Faculty and Staff - Message Board request
Walton College Student Organization Message Board request

**SAMPLE MESSAGE**

**CLASSROOM & COMPUTER LAB ANNOUNCEMENTS**
*Best suited for Walton College guest speakers, and major events.*

1. Your message can be placed on the computer screen background (Wallpaper) in the WCOB labs and/or in the classrooms.
2. When a student logs into the lab your message will display. In the classrooms, your message will display on the Smart Board if the instructor is using the projector.
3. This would be a good place for reminders of a major event or guest speaker coming up during the week. This message does not change every few seconds like a message board. It displays one message for an extended period of time. The announcement can be made available during a specific date range.
4. [Submit a Computer Desktop Announcement](#)

**SAMPLE MESSAGE**

**BLACKBOARD ANNOUNCEMENTS:**
*Best suited for Walton College wide announcements, guest speakers, and major events.*

1. All students enrolled in at least one business course have access to BlackBoard.
2. When a message is posted on this site, it appears prominently on all students' main Announcement Page.
3. The announcement can be made available during a specific date range.
4. Submit a Blackboard Announcement.

SAMPLE MESSAGE

VIDEOTAPING AN EVENT OR CLASS: (Walton College only)
* Best suited for Walton College wide announcements, guest speakers, and major events.

All requests for multimedia services go through the Media Support Center.

1. Submit an Altiris Request which allows us to track and report on the work performed.
2. If you are planning on videotaping a guest speaker(s) then it is required to have them sign a Talent Release Form prior to the recording date.
3. Once completed, the Talent Release Form should be sent to The Media Support Center.

For a complete listing of multimedia services, please refer to the Media Support Center Services Sheet

Advertising Your Event Campus-wide

RAZORBACK INFORMATION BOARD (RIBTV)
* Best suited for University wide announcements, guest speakers, and major events.

1. Channel 21 is seen on televisions campus wide and on Cox Cable Channel 14.
2. Messages should be created using PowerPoint and exported as a JPEG file.
3. The JPEG should be e-mailed to RibTV@uark.edu

DAILY HEADLINES
* Best suited for University wide announcements, guest speakers, and major events.

1. Messages that are posted the University web site are sent out automatically to all students, faculty and staff with a uark mail account.
2. Messages can be sent directly to Daily Headlines.
DIGITAL SIGNAGE EXAMPLE

COMPUTER LAB EXAMPLE

BACK TO TOP
BLACKBOARD EXAMPLE

Individual Course Announcements

Walton College Announcements
(All students with at least one Business Course enrolled)
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tue, Feb 6</td>
<td><em>Walton_College_Student_SupportSP07</em>: Business Career Fair Days</td>
</tr>
<tr>
<td></td>
<td>Details: Open to all University of Arkansas students seeking a career in the business industry.</td>
</tr>
<tr>
<td></td>
<td>Time: 11:00 am - 3:00 pm, February 6th, 2007</td>
</tr>
<tr>
<td></td>
<td>Location: Reynolds Center</td>
</tr>
<tr>
<td></td>
<td>Fee: Free to Students</td>
</tr>
<tr>
<td></td>
<td>Dept/Ctr: Center for Retailing Excellence</td>
</tr>
</tbody>
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<td><em>Walton_College_Student_SupportSP07</em>: Business Career Fair Days</td>
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<tr>
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<td>Details: Open to all University of Arkansas students seeking a career in the business industry emphasizing careers in Supply Chain/Logistics and Information Technology.</td>
</tr>
<tr>
<td></td>
<td>Time: 11:00 am - 3:00 pm, February 7th, 2007</td>
</tr>
<tr>
<td></td>
<td>Location: Reynolds Center</td>
</tr>
<tr>
<td></td>
<td>Fee: Free to Students</td>
</tr>
<tr>
<td></td>
<td>Dept/Ctr: Supply Chain Management Research Center</td>
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