



PACTIPS PACTIPS

Promotion and Publicity

If you want people to know about your club and show up to your organization's events, then it is important that you inform them through the use of promotion and publicity.

WHEN PUBLICIZING EVENTS:

On any finished piece of publicity, make sure to include the answers to these questions: Who, what, when, where, why, and how much.

- Formulate ideas well in advance of an event to allow ample time to carry them out.
- The use of themes may be very helpful in publicizing.
- Start publicizing early so that people can plan ahead to attend the program.
- Identify whom you are trying to reach.

DESIGN

Keep these ideas in mind while designing and printing publicity materials:

- Make it clear and simple.
- Use a logo.
- Use colored paper and different ink.
- Use a creative title or catchy phrase.
- Make sure information is accurate.
- Distribute where students will see it.

WORD OF MOUTH

One of the most effective ways to publicize a club or event is through word of mouth. Here are some suggestions:

- Leave messages on answering machines.
- Do a phone tree.
- Stand in the plaza and hand out information.
- Set up a booth to disseminate information on weekly events.
- Spread the word in the cafeteria during high peak times.
- See if your professor will give you time to announce campus events weekly.

OTHER PUBLICITY IDEAS

1. LOGOS. Use consistently on all visual publicity materials that focus on one event, series, or program that regularly occurs.
2. MAILING LISTS. Send out brochures or leaflets.
3. COFFE CUPS printed with campus-related promotions to be used in vending machines. The same idea can be used for napkins, knives, and plastic forks.
4. RECORD COMPANIES will supply biographies and records people who will be performing. Play them on campus or local radio stations.
5. AGENCIES will supply press kits that may include photos and reviews of the performing group.
6. ARRANGE RADIO PREVIEWS either through interviews or a recording of the performing group or speaker on local radio and TV stations one to two weeks prior to the event.
7. USE TEASERS in the form of ads, posters, buttons, pins, radio announcements, newspaper ads, etc. to begin a program publicity campaign.
8. DURING SOME OTHER PROGRAMS on campus, preview a film or play a record of the group that will be playing on campus.
9. USE BUTTONS to advertise a program or series. Sell buttons as tickets and admission to the event. Sell weeks in advance to expose the buttons to the campus population: it will attract attention and cause inquiry.
10. BUMPER STICKERS are useful in advertising annual events.
11. SILK SCREEN some used t-shirts from local thrift shops.
12. CREATE A CORE GROUP of knowledgeable people that can speak to campus clubs and organizations. Such immediate one-to-one contact is time consuming but often very effective.
13. BOOKMARKS. Distribute colorful bookmarks to potential audiences.
14. ASK YOUR BOOKSTORE to create displays of records or books by individuals coming to campus to perform or speak.
15. USE CAMPUS NEWSPAPER to announce events.
16. USE LOCAL EDUCATIONAL TV STATION to do a preview show of upcoming events.
17. PUT LARGE SIGNS AND BANNERS on your automobiles and park them in prime locations in the campus parking lot.
18. MAKE PUBLIC SERVICE ANNOUNCEMENTS over local radio or TV stations.
19. CONTACT MACHINE VENDORS and staple some free tickets to bags of chips, Fritos, etc.
20. USE SANDWICH BOARDS. Hang them on people and have them walk around campus.
21. PEOPLE IN COSTUME. Make the publicity visible so that it carries through the theme of the event: have people in costume parade around campus prior to the event.
22. MAKE SPECIAL FORTUNE COOKIES with information regarding upcoming events and give them out free.
23. SPECIAL FOOD. For a specific event such as an international one, ask the Dome to feature a specific kind of food item to publicize your event.
24. POCKET CALENDAR. Have a calendar of upcoming events printed on cards with an academic year calendar printed on the other side.
25. SET UP A CALL-IN TAPED CALENDAR.
26. INSERTS in campus and local newspapers.
27. SKITS can always be used as a double program and publicity.
28. CHALK SIGNS on campus designated areas.
29. ADDITIONAL IDEAS:

Airplane banners	Coupons	Hats	Posters
Armbands	Dinners	Headbands	Press conference
Balloons	Display cases	Hot air balloons	Radio
Banners	Drawings	Invitations	Slideshows

Billboards	Door prizes	Mailbox Stuffers	Stickers
Blackboards	Doorknob signs	Matchbook covers	Symbolic items
Body painting	Decorated doors	Paper airplane ads	Posters
Buses	Electronic signs	Pencils	
Cable television	Handbills	Pass free tickets	
Church bulletins	Handkerchiefs	Phone-a-thon	

SERIES EVENTS

- Have a few well-placed posters whose general format remains the same while the program information changes from event to event. Be sure to change colors for program insertion as well.
- Get local businesses to publicize or subsidize your program.
- Develop a news column in your student newspaper covering the week's events.
- Make up book covers with publicity about the semester's events.
- Make some paper hats with publicity on them.
- Contact faculty members to read program announcements at the beginning of classes.
- Consult the Student and Residential Life Office when planning publicity strategies.

In order to publicize and promote events effectively, it is important to develop good techniques. However, when the same technique is used over and over, the good effect can wear off. Use a variety of techniques to keep your publicity efforts exciting and appealing.



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