

QUICK TIPS

PUBLICITY CHECKLIST

Publicity is a means of communication intended to promote the interest and participation of individuals. It is meant to **SELL, EDUCATE, CLARIFY, EXCITE, AND INVOLVE**. It contributes directly to the success or failure of many programs. Keep these things in mind as you develop your publicity campaign:

APPEAL

Who is the program for?

TIMING

When should you begin publicizing? Should it all go out at once or are there stages? What are the deadlines for preparing and printing?

LOCATION

What are the traffic patterns? Are any areas being left uncovered?

TYPE

Flyers? Ads? table tents? Banners? T-shirts?

INFORMATION

How much should appear on printed material? Is it perfectly clear?

COMMITTEE HELP

Who will be responsible for what??

ANTICIPATED RESPONSE

Is the quality of printed material going to attract people's attention? Is it memorable?

BUDGET

Will the response be worth the amount of money spent? Is enough being spent? Is the total publicity budget realistic?

BE CREATIVE!



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CSI staff offer programs and consultation in these and other areas of personal and organizational leadership.

Information adapted from the Student Organization and Leadership Development Center at The University of Kansas

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Choosing the right kind of publicity for your event is an important step in the program planning process. The possibilities are endless...or at least tied only to your group's creativity and funds. Posters and flyers are the standard means of advertising events, so you need to come up with some new medium of publicity or some new way to use the standard poster/flyer.

- Think about the subject of your event. Are there any themes or ideas that are easily tied to it? What is special about this event that would appeal to someone?**
- Think about the audience you want to attract and how best to send your information to them.**
- Remember to take into consideration University and state policies when posting.**

See the FHSU policies: www.fhsu.edu/provost/Handbook/Ch8/CampusPosting.shtml

Below are some ideas that should get your group's creativity flowing:

Write on a balloon and carry it through campus

Make footprints out of paper leading to the program site

Spell event in windows

Offer free prizes for attendance

Offer food at the event

Put up table tents in the Union or residence halls/scholarship halls

Use fake dollar bills with the event information on the back

Get stickers with the event information

Wear t-shirts with event advertisement

Radio announcements

University Leader ads

Banner outside Union*

Information table in Union, academic building, or outside*

Letters to organization presidents asking them to announce program

Contest for group who brings the most members to program

Signs on adding machine tape

People with sandwich boards walking through campus

Stories in newsletters - yours and other organizations

Visit student organization meetings

Put announcements on gum, candy, or some other giveaway

Announcements in fortune cookies

Chain phone calls

Personal section of the University Leader

Lopsided or odd-shaped posters or flyers

Make series of posters, a different one each week

Bookmarks

Crossword puzzle

Use a logo

Post information at local places where students hang out

Campus bulletin boards

Dress in costume and walk through campus

Remember to use your imagination and try some new things!

*** Requires Union Director Approval**