

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?

COMMITTEE HELP

Who will be responsible for what?

ANTICIPATED RESPONSE

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

BUDGET

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



Office of Campus Life Richland Community College

One College Park
Decatur, IL 62521

Phone: (217) 875-7200 Ext. 305

Fax: (217) 875-7783

E-mail: Campuslife@richland.edu

<http://www.richland.edu/campuslife>

Publicizing Events



Leader Tips

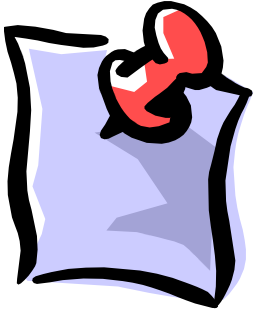
Leadership Development Tips for Groups



Office of Campus Life
Richland Community College

LEADership Mastery Program

What kind of Publicity?



Choosing the right kind of publicity for your event is an important step in 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 sue the standard poster/flyer.

- Think about the subject of your event. Are there any themes 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 College policies when posting.



Ideas to get your group's creative juices flowing:

- Make footprints out of paper leading to the program site
- Offer free prizes for attendance
- Offer food at event
- Use fake dollar bills with the event information on the back
- Put announcement on gum, candy, or some other giveaway
- Wear t-shirts with event advertisement
- Use a logo
- Campus bulletin boards
- Dress in costume and walk around campus
- Letters to other club presidents asking them to announce program to their members
- Visit other student club meetings
- Post information where students hang out. Table tops, etc.

BE CREATIVE

PUBLICITY TIMELINE

One Month Before the Event

- Table Tents should be delivered to the Office of Campus Life, c133
- Call or send letters to other clubs
- Turn in paperwork to Campus Life to be placed on College Calendar of events.

Two Weeks Before the Event

- Ask instructors to make announcements
- Create a display in the Student Center

One Week Before the Event

- Distribute flyers and all other promotional materials.

Day of the Event

- A few hours before the event, hand out more flyers in the library, M.J.'s Grille and the student center. Email broadcast to all faculty and staff.



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