

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?

Leader Hints:

are available on the following topics

- Agendas
- Advising Groups
- Budgeting
- Co-Sponsorship
- Community Service
- Conflict Resolution
- Constitution and Bylaws
- Delegation
- Difficult Members
- Elections
- Event and Program Planning
- Fundraising
- Goal Setting
- Group Performance Evaluation
- Icebreakers
- Individual Evaluation
- Meetings and Minutes
- Motivation
- Newsletters
- Officer Transition
- Parliamentary Procedure
- Publicizing Events
- Recruiting New Members
- Retreats
- Starting a New Organization
- Stress Management
- Team Building
- Time Management

Leader Hints is a publication of the University of New Mexico Student Activities Center. Copies are available at the Student Activities Center, SUB Room 1018. For more information, call 277-4706.

Some of the information in this brochure was compiled from leadership materials from the University of Texas at San Antonio and the University of Kansas.

Leader Hints

Leadership Development Tips
for Student Organizations

Publicizing Events



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 policies when posting. ***(Stop by the Student Activities Center and pick up a posting flyer containing all free posting areas as well as relevant posting policies)***



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
- Offer free prizes for attendance
- Offer food at the event
- Put up table tents in the Student Union or residence halls
- Use facebook and myspace pages to advertise
- Wear t-shirts with event advertisement
- Radio announcements
- Daily Lobo ads
- Information table in Student 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 butcher paper
- 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
- Text message to get the word out about an event
- Personal section of the Daily Lobo
- Lopsided or odd-shaped posters or flyers
- Make series of posters, a different one each week
- Bookmarks
- 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!

Chalking on Campus:

Chalking is an excellent way to advertise your event. When chalking on campus please **ONLY** use non-permanent sidewalk chalk. **Liquid chalk is not allowed** and your organization may be charged to remove it. Also remember not to chalk on vertical surfaces, under balconies, or within 15 feet of a building entrance.