

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!

LEADER BITS

are available on the following topics:

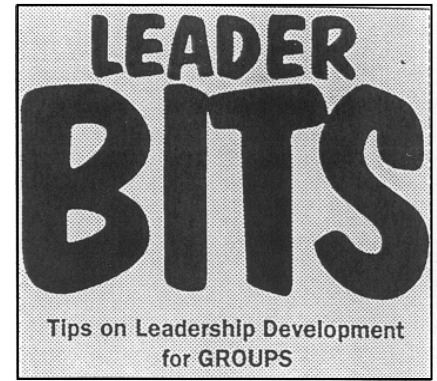
- Advising Groups
- Agendas
- Assertiveness
- Brainstorming
- Co-Sponsorship with Other Groups
- Communication
- Community Service
- Conflict Resolution
- Constitution/Bylaws
- Delegation
- Difficult Members
- Elections
- Ethics
- Evaluation Series
 - Group Performance*
 - Individual Performance*
 - Meeting Evaluation*
 - Program/Event Evaluation*
- Financial Series
 - Budgeting Organization Money*
 - Corporate Sponsorship*
 - Fundraising*
- Getting Involved
- Goal Setting
- Group Dynamics
- Icebreakers
- Marketing Your Leadership Skills
- Meetings
- Minutes from Meetings
- Motivation
- Newsletters
- Officer Transition
- Parliamentary Procedure
- Program Planning
- Public Speaking
- Publicizing Events
- Recognition
- Recruiting Volunteers
- Retreats
- Starting an Organization
- Stress Management
- Team Building
- Time Management
- University Events

LEADER BITS

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SILC staff offers programs and consultation in these and other areas of personal and organizational leadership.

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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.

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 Daily Kansan ads
Banner on Wescoe*
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 Daily Kansan
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 University Events Committee Approval