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**

**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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Leaders 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

Leaders Bits is a publication of the Student Involvement & Leadership Center (SILC). Copies are available in SILC, 400 Kansas Union, 864-4861.

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

Revised: June 2005
The University of Kansas
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