

PUBLICITY

Publicity is an integral part of any organization. Without the proper publicity the organization's goals – to raise money, to attract new members or to provide a program or service – will not be met. For your organization's publicity to bring results, careful thought and planning should be put into your campaign.

The most effective publicity allows people to grasp all the important facts of the program quickly. Accordingly, promotional materials should bear a clearly printed message that is designed to evoke a response from the viewer. They do not necessarily have to be extremely artistic, but your message should be clear and understandable to the reader.

PLANNING YOUR PUBLICITY CAMPAIGN

- ❖ **Budget:** How much can you spend? Is the figure realistic? Are there any hidden costs? A budget should always be completed in advance of doing publicity.
- ❖ **Audience:** Who do you want to reach and what is the best way? Is there a pre-selected market available? Take into account age groups, audience's likes/dislikes, career fields, etc. Publicizing something for professors or non-students may be an entirely different task than publicizing an event for traditional-aged students.
- ❖ **Information:** Make sure that your campaign materials contain all of the appropriate information, which includes: Who, What, Where, When, and Why. It is best to publicize the aspect of your program that people have heard of or to which they can relate.
- ❖ **Resources:** Know your resources, whether they be people, talent, materials, etc.
- ❖ **Location:** Think about places where your materials will get the most attention. High traffic areas and different/unusual places that are frequented are good ideas for placements. Be creative!
- ❖ **Schedule:** How much time do you have? What deadlines must be met? The optimum time to begin advertising the event is two to three weeks before your event. Write up a calendar with deadlines to keep track.

Once you have thoroughly discussed the above topics, your publicity campaign should be ready to take off. All that is needed is the appropriate medium.

THINGS TO CONSIDER

Appeal: Who is your audience? Will they be attracted to your promotion? Do the promotional items convey or reinforce the image of your event (fun, informational, dealing with controversial issues, entertaining)?

Timing: How much lead time do you have (for printing deadlines, etc.)? When should your publicity and/or advertising be released? Should it all go out at once, or certain kinds at certain times?

Location: What are traffic patterns on and off campus?

Information: How much should be printed? How little? Is the information clear?

People power: Do you have a sufficient amount of individuals to work on publicity, promotion and advertising strategies? Who will put up publicity and when?

Budget: Do you have sufficient funds to cover promotional expenses? Will the projected response be worth the amount of money extended?

Restrictions: Are there any contractual restrictions imposed by a performer? Are there any campus promotion rules or regulations to consider?

KEEP IN MIND THE FOLLOWING TIPS

You have 1 to 7 seconds to capture someone's attention...

- Headlines
- Photographs
- Captions

You have a maximum of 90 seconds to get them to read your information...

- Short body text
- Non-photographic art
- Graphic devices

You want to make sure your advertisement is READABLE...

- Font
- Font size
- Color

Achieve balance and use optical weight...

- Position on the page
- Large
- Dark
- Color
- White space
- Unusual space

Bigger is Better. Less is More.



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Publicity Checklist

Name of Program	
Brief Description of Program	
Date of Program	
Time of Program	
Location of Program	
Cost to Attend the Program	
Sponsoring Organization	
For More Information Contact	
Special Instructions	

Type of Publicity	Date Needed	How Many?	Special Instructions	Delegated To:
Flyers				
Posters				
Banner				
Table Tents				
Buttons/Stickers				
Novelty Items				
Newspaper Ads				
Press Releases				



PUBLICITY

Creative Ideas				
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