

TYPES OF PUBLICITY

The following sections list numerous means by which you can publicize events. One of these ideas will be familiar to you while others will hopefully provide you with insight into innovative and more creative ways of effectively publicizing programs.

INEXPENSIVE PUBLICITY TECHNIQUES

POSTERS: The essential purpose of a poster is the rapid telling of a single simple message using a limited number of elements. Posters are viewed more rapidly than other methods of advertisement. Their message must be strong, simple, and brief.

TABLE TENTS: Table tents should be made of thick or heavy grade of paper that will stand firm. Table tents can be placed in visible locations including lounges, lobby, dining hall, and on desk tops.

INVITATION: A personal touch can be added to your publicity by distributing invitations for your program. These can be placed in mailboxes or handed out or slipped under room doors.

CALENDAR: A large calendar of activities located on your bulletin board or distributed individually is a particularly effective technique. Students will have at least one consistently identifiable source for information and activities. The smaller calendars of activities can be copied and put into mailboxes or slid under doors.

BALLOONS: You can write a message on the balloon or put the message on a piece of paper inside the balloon. Balloons can be tied with string to student's door knobs, handed out at the entrance of the building or handed out in dining hall lines.

TICKETS You can purchase printed tickets or make your own. Free tickets, and invitations, can be placed in mailboxes, handed out, or slipped under doors. A variation of the ticket concept is to distribute coupons. The coupon might entitle the person to a prize or free refreshment item. Coupons can be included on flyers or on printed schedules and this may prevent your advertisement from falling victim to the trash can.

BILLBOARDS: Place a large poster in the central lobby of Goodwin Hall. For a more unusual effect, make a human billboard by hanging posters on the front and back of someone and have them walk around.

BANNERS: A large extension of the poster, these can be hung outside the hall or in the mailroom or in a lobby. A bed sheet or old shower curtain will make a good size banner.

WORD OF MOUTH:

And of course, there is the time-honored word-of-mouth technique. This is perhaps the oldest, yet most effective way to get the word out. Its effectiveness should not be underestimated. Go door to door and personally inform people of the activity; and remind them frequently, so that they don't forget.

OTHER PUBLICITY TECHNIQUES

Networking sites
Bookmarks
Computer Letters
Footprints
Lawn Signs
Audix Message
Sneak Previews
Bathroom stalls
Mirror Signs
Balloons

Mass e-mails
Bull Horns
Door Hanger
Fortune Cookies
Logos
Puzzle Pieces
Stickers
T-shirts
Lollipops with messages
Post Cards

Bags
Bumper Stickers
Door Prizes
Free Tickets to events
Painted Windows
Sidewalk Chalk Writing
Teasers
Visors

Program Interest Indicator Interest Indicator

Please fill out the following survey and answer the following questions below.

Name _____

Age _____ Gender _____

- 1) What sports do you like to play?

- 2) What sports do you like to watch?

- 3) What type of outings would you like to participate in? (EXAMPLE: Fishing, horseback riding, Hiking, etc.)

- 4) What type of music do you like to listen to?

- 5) What type of organizations would you be interested in joining? (EXAMPLE: Resident Student Association, Greek Life, etc.)

- 6) What social events would you like to take part in? (EXAMPLE: Floor Dinners, movies, video game tournaments, etc.)

Place a check by each topic you would be interested in learning about or taking part in:

First aid Bicycle repair Auto repair Photography Tutoring Movie night

Human sexuality Safety Environmental protection Floor dinners

Sexism/Diversity/Racism Assertiveness Values Anxiety

Career planning Study skills Time management Rape prevention

Theft prevention Travel Theater Sports

Community service/Involvement Alcohol information Financial Aid Talent show

Other(Specify) _____

- 7) Would you be interested in assisting with coordinating a program of interest to you?