

Publicity



Publicity Ideas:

- Press Release
- Helmsman Ad
- Design, Copy and Distribute Flyers
- Letters or emails to Faculty/Special Interest Groups
- Banner
- Use Special Promotions:
 - Flashing Lights
 - Remote Control Cars
 - Costume Promotions
 - Talking Posters
 - Pendulums
 - Give-Aways
 - Theme Snacks
- Be creative!!

Questions to ask when considering publicity:

- **Appeal:** Who is the program and publicity directed toward?
- **Timing:** When should publicity be released? Should it go out all at once or at specific times?
- **Location:** What are the traffic patterns? Are areas being left uncovered?
- **Type:** Will flyers alone work? Ads? Banners? T-shirts? Giveaways?
- **Information:** How much information should appear on the printed material? Is this information perfectly clear?
- **Anticipated Response:** Will printed material attract people's attention?
- **Budget:** Will the response be worth the amount of money spent? Is enough money being spent? Is the total publicity budget a realistic one?
- **Have the W's in your Publicity:** Who? What? When (date & time)? Where? Why? How Much?

Things to Consider:

- Check campus policies: <http://policies.memphis.edu/2a0905a.html> & <http://policies.memphis.edu/UM1600.htm>
- Make your headline large and memorable and choose easy to read words
- Know your audience
- Use lettering that is readable
- Color is a valuable tool
- Location is vitally important
- Don't be afraid to try something new