

## A Checklist of Publicity Ideas

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*Publicity planning can be a lot of fun! Publicity is a lot more than just slapping a poster on a few bulletin boards. Browse through the following ideas checklist, and discuss with your SO members. The staff in the Student Leadership Office can also help you with publicity ideas and resources, just come on over!*

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Develop promotions committee

Brainstorm full & creative publicity schedule

Create special invitations

Press release (w. bio, pictures) to city media (8 weeks)

Press release to school PR office (8 weeks)

Develop graphics scheme & layout (8 weeks)

Press release to school newspapers (6 weeks)

Book commercial radio spots (6 weeks)

Develop radio spot (6 weeks)

Book commercial radio spots

Book/submit school newspaper advertisements (4 weeks)

Request school newspaper editor for preview (4 weeks)

E-mail campus community (4 weeks)

Follow-up press releases to all newspapers (3 weeks)

Follow-up on all ad space details (3 weeks)

Follow-up on all PSA (3 weeks)

Hang 50% of all posters - plaster campus (3 weeks)

Direct contact all relevant faculty (2 weeks)

Print flyers for personal distribution 500 per 5000

Hang large banners in Oak Grove (2 weeks)

Contact relevant section editors of newspapers (2 weeks)

Distribute flyers in cafes, bookstore, classes, etc.

Hang remaining posters (1 week) (check daily)

Distribute (handout) flyers daily (1 week)

E-mail community (1 week)

Word of mouth - announce in classes (1 week)

Word of mouth - talk it up! (1 week)

Campus newspaper (advertisements & articles)

Local newspapers (adverts & articles)

Radio/TV

Posters - determine a poster patrol

Flyers, bookmarks, etc. (everywhere, incl. classes)

Table tents - everywhere through Aramark (give to B-31 Clark Hall a couple weeks in advance)

Buttons (get friends/professors to wear one)

Black board announcements in classes ("please save")

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## **More publicity Ideas!**

Ads at athletic events/programs

Ads at the recreation center

Ads in eating places (give to B-31 Clark Hall a couple weeks in advance)

Announcements at athletic events

Announcements in classes (by faculty & students)

Billboards

Chalk ads on sidewalks

Class projects as promotional campaigns

Classified Ads (Wanted, One Large Crowd)

Contact local community constituents

Contact student organizations

Direct mail

Distribute free popcorn with flyer for event

Faculty/staff newsletter

Feature articles in newspapers

Flasher with poster/sign under trenchcoat

Flyers (large) on car windows of committee members

Flyers at cashiers office/registrars, etc.

Flyers distributed at parking kiosks

Flyers in bookstore bags

Flyers in fast-food restaurant bags

Flyers next to clocks in classrooms

Flyers on gym lockers

Flyers that look like money left on tables, paths

Flyers that look like parking tickets on cars

Helium balloons with flyers (attention grabbers)

Instant photos with promo backdrop

Letters to student organizations

Marquees

Messages on answering machines

Noon-time teasers

Odd shaped posters

One word posters and newspaper ads

PA announcements

Person walking on campus with sandwich board

Phone-a-thon to 5% of students about event

Play video or have slide info about speaker

Radio interviews

Roller skater with sign

Rubber stamp event info on napkins

Sandwich boards

Solicitation table

Something crazy on campus with sign "pub stunt"

Speak at campus meetings

Streamers or flags

T-shirts

Wallet sized calendar with publicity

Oh! Don't forget to promote event to other colleges in your area

Finally, be more creative than ever!

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