PUBLICITY BASICS

Publicity is very important to any organization. Good publicity allows organizations to attract new members, raise money and awareness, announce programs and services, and educate the community. Careful thought and planning should be put into your campaign. **Start early!!**

The most effective publicity allows the reader to quickly grasp all of the important facts of the program within several seconds, while being creative and eye-catching at the same time. Promotional materials should be clearly printed with a message designed to evoke a response from the viewer. It is not necessary to be extremely artistic, but your message should be clear and understandable. Remember the 5 Ws & H when creating your publicity: who, what, when, where, why, and how.

Things to consider before you begin:

- **Budget**
  Determine how much you can realistically spend on publicity. Have you received any donations? What has ASWU allocated to your organization?
- **Audience**
  Who do you want to reach and how? Is there a pre-selected market available? Take into account age groups, audience's likes and dislikes, academic interests, etc. Publicizing something for professors or non-students may be entirely different than publicizing the same event for students. You may have to create more than one type of publicity for the same event.
- **Information**
  Make sure that your publicity materials contain all of the important information. Try to publicize the aspect of your program that is most familiar to the audience. Make sure you include correct names and logos of all co-sponsors.
- **Resources**
  What or who are your resources? Do you have money for WITS to assist or are people in your groups skilled at art, design,and/or computers/design?
- **Location**
  Where will your materials get the most attention? Choose high traffic areas and give thought to placing your advertisement in different and unusual places.
- **Schedule**

Advertising for the event should start 2-3 weeks prior to the event. If you advertise earlier, people may forget about your event because they will become used to seeing your publicity.•

- **Creativity**
Is there something new that can be done other than posters or mailbox stuffers? Think about how you can make your event more sustainable.
- **Logos**
Willamette University logos including the bearcat printed on any form of publicity, must be approved by Mike Wright <mawright> Creative Director of University Communications. Request forms are available on the SEAL website and students must also submit a proof of their artwork.

Essential items to include in all publicity:

- Name of attraction or event
- Date of event
- Time: beginning and ending
- Location of event
- Admission price (even if it's free)
- Deadline for applying (if applicable)
- Contact information of the sponsoring organization
- Any co-sponsoring organization names

A few other suggestions:

- Always use spell check and have someone else look over it before mass producing or sending.
- Use various colors and shapes to avoid the bulletin board blur of all white, rectangle paper.
- Balance light and dark space on your page.
- Do not use more than three different fonts on your publicity.
- Using all capital letters IS VERY HARD TO READ FROM LONG DISTANCES.
- Remember, **P**oor **P**ublicity **P**romises **P**eople you've **P**lanned a **P**retty **P**itiful **P**rogram!
- Utilize electronic advertising such as email,social media, and your student organization's website.

Creative Publicity Ideas:

- Put banners on UC or Smith Balconies, with permission from facilities

Leadership

- Advertise in the Collegian
- 2 words: Body PaintMake buttons (the Office of Student Activities has a button maker for your use as a registeredorganization)
- Attach candy to mailbox stuffers
- Use chalk on sidewalks
- Create a sculpture (e.g. a giant spider for the movieSpiderman)
- Use door-hangers for residence halls, with permission from Housing and Community Life
- Have WITS Graphic Design (x6028) create a poster for a small fee
- Post event on the University's master calendar, this will then be sent to Google Calendars
- Advertise on the Bearcat Bulletin!
- Hang reverse signs on mirrors
- Imprint a message on napkins
- Offer some sort of incentive at the event (e.g. prizes,a drawing, contest)
- Place publicity in the Mill Stream – get prior approval from Grounds Dept. (x6532) first
- Create posters in unique shapes & sizes
- Use sandwich boards or portable dry erase boards(contact the Office of Student Activities at x6463)
- Perform skits or a preview of the program in GoudyCommons
- Create a promotional video for social media
- Create and hand out stickers
- Create t-shirts