Publicity Checklist

Appeal
Who is the program for?

Timing
When should you begin publicizing? Should it all go out at once or are there stages? What are the deadlines for preparing and printing?

Location
What are the traffic patterns? Are any areas left uncovered?

Type
Flyers? Ads? Table Tents? Banners? T-Shirts?

Information
How much should appear on the printed material? Is it perfectly clear?

Committee Help
Who will be responsible for what? Anticipated Response. Is the quality of printed material going to attract people's attention? Is it memorable?

Budget
Will the response be worth the amount of money spent? Is enough being spent? Is the total publicity budget realistic?

Tips
• Too much publicity is a waste of resources.
• Be selective about where you place posters. Think about the cultures that will support your activity and target those areas.
• Each building/area on the Auraria has separate posting policies. Check with each building before posting.
• Co-Sponsorship and collaboration help in word-of-mouth advertising.

Types of Publicity and Promotion
Mass Media-Radio, TV, Newspapers, Posters, Printed Promotion-Brochures, Flyers, Table Tents, Newsletters, Program Inserts, Outdoor Banner.
Direct Contact-Direct Mailings, Word-of Mouth Gimmiks-Bumper Stickers, Buttons, Book Covers, Markets, etc.

Word of Mouth Advertising
Be proud of your accomplishments. Word of mouth has been shown to be the most effective form of advertising so....
Tell a friend. He/She will love to see you succeed.
Tell a coworker. He/She might need a break from work.
Tell a crush. You will have something to talk about.
Tell your neighbors. Since you've been gone, they've missed you.
Tell your family. They'll be glad to know college isn't just about drinking.
Tell a local business owner. They'll appreciate networking with others.
Tell your boss. He/She could see a new skill and promote you.
Tell your professors. They'll be so impressed they'll improve your grade.

Important Publicity Contacts:
• The Metropolitan Campus News Paper (6-8361)
• @metro, emetro, electronic listservs. (6-2595 and http://lists.mscd.edu)
• Clicks Copy Center will distribute and mail on-campus with fee (6-3702)
• City & County of Denver Event Planning (www.denvergov.org/special_events)
• Campus Wide Calendar (6-2595)
• Westword (www.westword.com)
• Denver Post (www.denverpost.com)
• Facebook Events (www.facebook.com)