

Publicity

Publicity is an intrinsic part of any organization. Without the proper publicity, the organization's goals - to raise money, to attract new members, or to provide a program or service - will not be met. Therefore, for your organization's publicity to bring results, careful thought and planning should be put into your campaign. The most effective publicity allows the reader to grasp all the important facts of the program quickly. Accordingly, promotional materials should bear a clearly printed message that is designed to evoke a response from the viewer. They do not necessarily need to be extremely artistic, but your message should be clear and understandable to the reader.

Before beginning your publicity campaign, the following should be discussed:

Budget Always complete a budget in advance. Determine how much you can realistically spend and if there are any hidden costs.

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, career fields, etc. Publicizing something for professors or non-students may be an entirely different task than publicizing an event for students.

Information Make sure that your campaign materials contain all of the appropriate information (who, what, when, where, why, how). It is best to publicize the aspect of your program that people are most familiar with and which they can relate to.

Resources What are your resources? Look at people, talent, materials, donations, etc.

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. Be creative! Make sure to research the rules and procedures of your location and how early you need to reserve it. Be sure you find out and understand the College posting policy.

Schedule How much time do you have? What deadlines must be met? The optimum time to begin advertising the event is 2-3 weeks before it is going to happen. Write up a realistic calendar with deadlines to keep track. Once you have thoroughly discussed the above items, your publicity campaign should be ready to take off. All that is needed is the appropriate medium.

The Green Sheet

The Green Sheet is a weekly staff/faculty bulletin of Adrian College. The deadline for announcements printed in the Green Sheet is noon on Wednesday. Upcoming events can be submitted to Liz Simon (x4466 or lsimon@adrian.edu) in the Office of Academic Affairs located in the Administration Building.

Radio Station-WVAC

The Voice of Adrian College (WVAC) can announce your upcoming event. Contact the radio station (x3141) for information.

The College World

The *College World*, Adrian College's weekly newspaper, offers articles and advertisements for student organizations at no charge. Materials (press release, photos, ads, etc.) should be turned in at least one week in advance. Student organizations submitting materials should consider writing several articles from different approaches to be used over several weeks. Contact the *College World* office (x3837) for more information.

Sidewalk Chalking

Student organizations may use chalk on campus sidewalks to advertise upcoming events. All chalking must meet the content guidelines set forth in the posting policy.

Chalking is limited to sidewalks on campus. At no time is chalking permitted on vertical surfaces.

Chalking is not permitted under overhangs.

Chalking must be at least 10 feet from any door.

Chalking should be washed off within 48 after the conclusion of the event.

Use of spray chalk is prohibited.

Banners

Students and student organizations may hang banners from the second floor railings of the Caine Student Center. Banners must meet the guidelines set forth in the posting policy and must be approved by the Office of Student Activities prior to hanging.

Banners may be hung for up to 2 weeks. Banners not removed within 48 hours after the conclusion of the event will be discarded.

Banners should be hung using string, clothespins, or other similar materials. Duct tape is not to be used at any time.

Banners may not exceed 70" x 50".

Websites

Student organizations are encouraged to create and publish websites to promote the organization and disseminate information. The College will link to these pages from the College website once approved. Some restrictions apply. See the Associate Dean for Student Affairs for more details (Administration 118, x3142).