



ECSU Student Center and Student Activities Office *Co-curricular education for student organizational leadership*

PROMOTION AND PUBLICITY IDEAS

Following is a list of ideas to promote your event, or even your group itself. Pick one or use it to brainstorm others. **Be creative!**

TYPES OF BROCHURES

- Season
- Series
- Newsletter
- College faculty, staff, and/or student oriented
- Community arts organization oriented
- Special interest group oriented

TYPES OF FLYERS

- commercially
- Season
- Series
- Calendar listing
- Discount coupon
- Program oriented

MAILING LISTS

- Your organization's
- Arts' organizations
- Allied organizations
- Ethnic clubs
- Alumni associations
- Faculty and staff
- Students
- High school teachers
- Social leaders
- Museum members
- Chamber of Commerce members
- Service club memberships

MAGAZINES

- Features and calendars in local publications
- Alumni publications
- Civic publications
- Social publications
- Ethnic publications
- Fraternal publications
- Local entertainment guides
- Paid advertising

TELEPHONE CONTACTS

- Season renewal campaign
- Special interest groups
- Group sales
- Newspaper, radio, & television staffs
- Art schools
- Dance schools
- Drama schools
- Performing arts departments
- High schools
- Colleges
- Ethnic club leaders
- Civic leaders
- Social leaders
- Music teachers

WORD OF MOUTH

- You
- Your organization
- Volunteers
- Your audience
- Civic and business leaders
- Business contacts
- Social leaders

NEWSPAPERS

- Sign of the Times
- Entertainment page features
- Calendar listings
- School papers
- City papers
- Interviews with artists
- Paid display ads
- Classified ads
- Joint paid ads with other presenters

RADIO AND TELEVISION

- Public service spots
- Features on community programs
- Features on public access stations
- Appearances on talk shows
- Features on news shows
- Spotlight on artists on network programs
- Radio and TV
- Community calendars of events
- Complimentary tickets for media
- Paid advertising
- Pre-recorded spots and slides
- Telephone interviews

POSTER AND FLYER DISTRIBUTION POINTS

- Campus bulletin boards
- Residence halls
- Outside kiosks
- Faculty and staff mailboxes
- Student mailboxes
- High schools
- Box Office
- Libraries
- Chamber of Commerce
- Hotels and motels
- Local merchant's windows
- Recreation centers
- Book stores
- Music stores
- Ethnic groups' clubhouses
- Senior citizens' centers
- Art schools
- Dance schools
- Drama schools
- Art galleries
- Gas stations
- Churches
- Beauty parlors
- Museums
- Restaurants
- Banks
- Laundromats

MISCELLANEOUS

- Preview or teaser performances
- Capitalize on unique facility or programming qualities
- Press parties
- Parties for support group
- Bumper stickers
- Billboards
- T-shirts
- Buttons
- Balloons
- Table tents
- Door hangers
- Hire local promotion consultant
- Hire student promotion representatives
- Distribute records, tapes, photos
- Public tours of your facility
- Stuffers in utility or local firm bills
- Marquees
- Matchbooks
- Discount coupons
- Ads in other organization's programs
- Tie-in with Student Center promos
- Bookmarks
- Napkins
- Table mats

The Student Activities Office has several fund raising magazines and flyers for your use. Stop by and take a look!

REFERENCE

Adapted from: St. Norbert College, Department of Leadership, Service & Involvement

*Additional resource handouts are available as well as consultation services.
For more information, contact the Student Activities Office in the Student Center at 465-4450.*