Following is a list of ideas to promote your event, or even your group itself. 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
The Student Activities Office has several fund raising magazines and flyers for your use. Stop by and take a look!