

Publicity Pizzazz!

T On every campus there are students who don't look at flyers and don't go out of their way to find something different to do on campus. So, it can be a challenge to maintain a positive attitude when promoting programs. However, there are *plenty* of creative ways to get the news out about a program!

For instance...

Fill some balloons with helium and write your program information on them. You can give these out to students, tie them to chairs and other furniture in the Student Center (with permission) and have friends walk around with them tied to their backpacks.



Become a walking billboard. Get poster boards and hang them over your shoulders with your program advertisement displayed prominently on the front and the back. People will pay attention to you and wonder just what it is that you are advertising.

Hang your ads on string from the ceiling. Make them high enough so people can walk under them, but low enough that they catch their eyes. If the ads are at most peoples' eye level, they will automatically read them.

Get a stamp or stickers that say, "TODAY." On the day or evening before your program, stamp flyers with the "Today" sign as an eye catcher. (If you don't have a stamp or stickers, you can write "TODAY" in red marker too.)

Ask food service where you can put ads. See if your ads can be attached to items in the vending machines. Ask the campus store to distribute a small ad with each purchase. Have your program as the special of the day on cafeteria signs. Place a small ad in between napkins on the tables. Use table tents in the cafeteria. Just ask first before doing any of this!

Make your program seem exclusive. Make up personal invitations and tell people to keep it on the down low. This can create a "buzz" and people will show up to see what all the fuss is about. Just be careful not to be too exclusive or people will think that no one else they know is going.

Create a sense of mystery. Put up signs and block off the programming space for two days before your program. Make it obvious that something will be happening there. Cover any windows with black paper and make sure people can't peek inside. People will be so curious when the time of the program comes they will be there. Just make sure the program is really good so they will not be disappointed.

Fun Publicity Placement

Nothing says that a piece of publicity can only go on a wall or a bulletin board. There are plenty of other options to consider! For instance...

Fronts of Stairs. If there is a prominent staircase in the middle of your building or one that is well used, see if you can get permission to place pieces of program info on the fronts of each stair. It could say something like "Organic Eats!" on the top stair, "Taste good, fresh food" on the next, "Tuesday at 8 pm" on the next one, "Meet in the basement kitchen" on the next and then "From Farm to Fork —YUM!" on the last one.

Hang from the Ceiling. Dangle program details tantalizingly above folks' heads, either using string or wire hangers.

Stand Out!

Students get flyer blind after just a few weeks on campus. They are bombarded with paper and things to read so you need your publicity to stand out and catch their eye...

- ▲ Try to have a logo for your programs so students can look for it.
- ▲ Use pictures and creative colors to help items stand out.
- ▲ Have catchy names for your programs so people remember them.