

Publicity

LAST UPDATED

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With other members of the event planning team develop goals for Publicity.

For publicity purposes, who is your target audience?

What is your advertising budget?

- printing costs
- paper
- other materials
- advertising
- design costs

Decide which media you will use for publicity:

- Posters
- Fliers
- Table tents
- Outdoor signs
- Newspaper ads (required if you are using Educational Activities funds)
- Newspaper free advertising and/or coverage
- Radio/television public service announcements
- “Last day/last week” attention-getters
- OSU Calendar of Events

Create a “Press Information” Page including:

- Event _____
- Performer(s)/Presenter(s) _____
- Day/Time _____
- About the Event (description) _____
- About the Performer(s)/presenter(s) _____
- Cost of Event/Ticket Prices _____
- Sponsors of the Event _____
- Tickets Sold: @ the door? where else? when? _____

Bring Press Information page to Student Involvement:

- Bring a picture from last year’s event or from something that your group has done—the more colorful, the better.
- You can use the fax machine in Student Involvement to distribute press release to **Channel 18, Barometer, and OSU News and Communication**
- Write a public service announcement for **KBVR-FM** and deliver—send to other radio stations in the community.

Making arrangements for printing of publicity:

- Get estimates of costs from OSU Printing
- Generate Purchase Request for amount
- Complete Printing form
- Deliver originals to OSU Printing, with Purchase Request

Reserve MU locations for the following media the MU Business Office :

- Table tents
- MU display cases
- Easels

Place an AD in the Barometer

- You can consult Barometer staff for help with design and cost
- Can be purchased with Purchase Request

Distribute posters and fliers around campus

For more information contact Student Involvement

The Ticket sale event is an important vehicle for advertising your event.

Decorate ticket sales area to call attention to your event

Make outdoor signs from posters/fliers on stakes

Placement of outdoor signs are limited to the quad

Day of Event!

- *Make sure that people know WHERE your event is held.*
- Signs or balloons or arrows or anything that points to your event location will be helpful.

***Good publicity can
make the difference between a mediocre event and a
SUCCESSFUL event!***