

OFFICE OF STUDENT LIFE

Leadership Tips

EFFECTIVE PUBLICITY

Marketing is not an event, but a process... It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.

—Jay Conrad Levinson

DEFINITIONS

- ➔ **Promote:** Cultivate; move forward to improve and advance. An overall plan for communicating information about an event or generating interest. May include advertising, publicity or other components. Examples: series packaging of events, free ticket contests, autograph sessions.
- ➔ **Advertise:** Show-off, display. Purchased coverage of events. Examples: paid radio, television spots, billboards, newspaper and magazine ads.
- ➔ **Publicize:** Advance information to encourage attendance or support. Non-purchased media coverage of programs and informational materials distributed by volunteers. Examples: Newspaper articles, public service announcements, mailings, posters, flyers, calendars, and newsletters.

If you think advertising doesn't work, consider the millions of Americans that now think yogurt tastes good.

—Joe L. Whitley

LMC POSTING POLICIES ON CAMPUS

Bulletin boards for Student Life posting purposes will be identified by a sign at the top of the bulletin board.

The following rules apply to their use:

1. Posters must be submitted to the Office of Student Life for stamped approval and posting.
2. Student Life will post and remove all materials. Do NOT post flyers yourself.
3. Posters will be placed on boards deemed appropriate by the Student Life staff.
4. Materials will be removed after the event date has passed or 2 weeks after posting.
5. Complete removal of all posters on bulletin boards will occur at the following times:
 - a. The close of the Fall Semester.
 - b. The close of the Spring Semester.
 - c. The close of Summer Term.
6. Permission to post on any bulletin board not bearing the Student Life sign must be obtained from the controlling department.
7. No posters are to be affixed to trees, windows, doors, walls, buildings, posts, handrails, or on a area other than bulletin boards.

Consult The Advertiser for more On-Campus Publicity ideas.

For more information or details contact the
Office of Student Life
Room 800A / 439-2181 ext. 3266

Club Resources - September 2008

THINGS TO CONSIDER

Appeal: Who is your audience? Will they be attracted to your promotion? Do the promotional items convey or reinforce the image of your event (entertaining, informational, dealing with controversial issues)?

Timing: How much time do you have for meeting your planning deadlines? When should your publicity and/or advertising be released? Should it all go out at once or different times for different locations?

Location: What are traffic patterns on campus? Where will people see your publicity?

Information: How much is necessary? Is the information presented clearly?

People power: Do you have enough people to work on publicity, promotion, and advertising? Who will post the publicity and when?

Budget: Do you have funds to cover promotional expenses? Will the response or audience size be worth the amount of money spent?

Restrictions: Are there any contractual restrictions imposed by a performer? Are there any campus promotion rules or regulations to consider?



Student Life
LOS MEDANOS COLLEGE