

## Leadership Tip Series

### 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)?

**Appropriate:** Does your promotion include hurtful and/or hateful messages and meanings toward an individual group? Does it encourage tolerance and respect toward differing views? Is it inclusive to a diverse audience?

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

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

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

-Joe L. Whitley

**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?

**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?

*Please refer to page 23 of the Handbook for Student Leaders for LMC on-campus posting policies. Refer to page 24 for more on-campus publicity ideas.*

For more information or details contact: The Office of Student Life GA Building

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