

**SNOITALER  
CILBUP  
EVITCEFFE**

**Do I Have Your Attention?**

**Laker Leadership Workshop  
Fall 2008**

# Publicity should...

- Capture the intended audience's attention
- Be clear and easy to understand
- Always remember to include the 4 W's

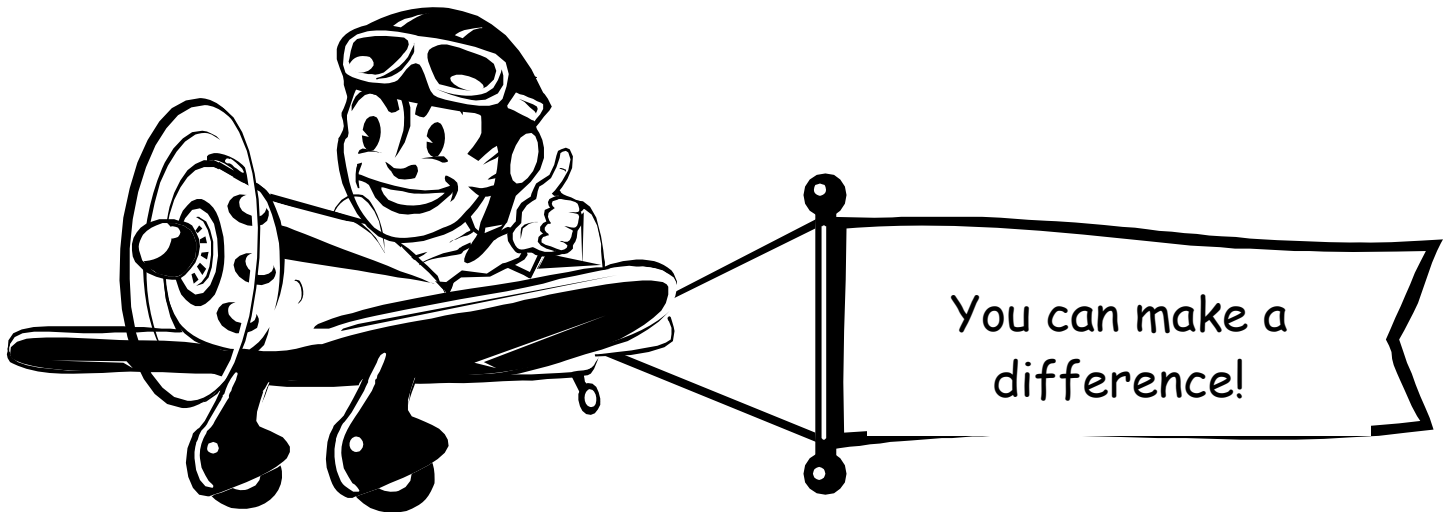
Who: name of sponsoring group (i.e. Red Cross, LSSU, etc.)

What: name of program & description

Where: specific place

When: day, date, & time

- Be put out for people to see 7 to 10 days (or more!) before the program takes place
- Cultivate interest so that people will want to attend your program because of your outstanding publicity!



# SPIT YTCILBUP EVITCEFFE

## (Effective Publicity Tips)

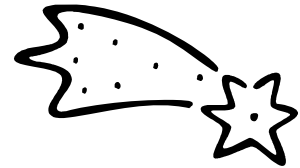
### KNOW YOUR OBJECTIVE

Publicity is a "developed program of communication intended to promote the interest and participation of individuals". Publicity must do four things if it is to be effective:

- ENTICE!**: Attract attention and awareness
- EDUCATE!**: Gain understanding and interest
- EXCITE!**: Promote action and involvement
- ENLIST!**: Hold commitment

Let your audience know what benefits are derived from this event. How are you fulfilling a need of theirs? Tell them you're giving them just what they want.

### STRIVE FOR EXCELLENCE



The quality of your publicity is critically important. Remember,

*Poor Publicity Promises People  
You've planned a Pitiful Program!*

*Perception: Publicity Quality = Program Quality*

Remember:

- People will accept or reject a message from the form and appearance it takes.
- People will judge the quality of the program to be presented from the quality of the publicity.
- Double-check for misspelled words and incorrect information.
- Take your time and make everything look neat, polished and professional.
- This is not the time to take shortcuts.
- Programs often fail simply because planners did not invest enough time to publicize effectively.

### KNOW YOUR PROGRAM

Why is this program being planned? If you understand your purpose, you will be able to more effectively define your audience and to communicate with them. Also, the size of the publicity campaign should match the size of the event, including budgetary decisions.

## KNOW YOUR AUDIENCE

What group do you hope to involve in the programs? Who needs it? It's important to define the demographics of the students for whom you are planning. This will tell you how and where to place your publicity. Strategies will vary according to your intended audience.



## KNOW WHAT RESOURCES ARE AVAILABLE

If you invest the time to identify resources it will save you a great deal of time, effort, money and frustration in the long run.

## DEVELOP A STRATEGY OR CAMPAIGN

Using the calendar and plan a four part attack. You may use the following schedule as a suggested approach:

|                           |   |
|---------------------------|---|
| 3 weeks before the event: | Send out a "teaser" to attract attention.                         |
| 2 weeks before the event: | Provide the solution to the teaser, and all relevant information. |
| 1 week before the event:  | Perform a stunt or surprise, and continue to educate.             |
| Just prior to event day:  | Saturate with final publicity.                                    |

You may notice this strategy coincides with the four objectives of publicity (Entice, Educate, Excite, and Enlist).

Timing is important. Publicity which comes out too late may not be sufficient to enlist students who have already made plans. If it comes too early you run the risk that they'll forget about it.

Reception is also important. People need to come into contact with your publicity, in many different forms, to implant the idea in their brain that this is a worthwhile event. The more different ways they see your advertising, the more likely you are to hook them.

## **PROMOTIONAL IDEAS**

Brainstorm with your planning group many different ways to attract your audience. Remember the five senses! Many times we rely on simple two-dimensional flat posters. You could give small candies attached to mailbox stuffers or play theme music in the cafeteria. Have a creative songwriter/guitarist "serenade" your students in the courtyard with lyrics about your event. Provide nice smelling flowers to promote an environmental program. Have a student wear a sandwich board around the union, or pass out helium balloons in the cafeteria. Anything goes! Be Kooky!

You are fighting a terrible disease called "poster blindness" among your students. Posters and fliers are good to inform about the facts of an event, but often not sufficient to attract enough attention. Lastly, don't forget the awesome power of the ever-faithful Word-O-Mouth!



## **CHOOSE A THEME**

A well-chosen theme offers a great deal to a publicity strategy. First it should generate many images that can be used for a logo and that people can relate to abstractly. A poetic theme can say in a few words what sort of feelings you want to elicit in your publicity, and what the philosophy of the program is all about. Popular TV shows, cartoon strips, movies, etc. can be borrowed for your theme to bring familiarity and warmth to your event.

Sometimes educational programs are difficult to sell on their own merits. Students may perceive them as boring lectures or just another class session. Yet a popular theme suggests that this event will be fun and interesting just like the movies or TV show.

## **DEVELOP A LOGO**

It is a good idea to create a simple logo that can be used on all your publicity. This also serves to unify your publicity. As students come into contact with all the different forms of your publicity they will see the log again and again and remember it. This will help link your teasers with your balloons and posters. It is easier to remember pictures and graphics than words and titles.

## **MAKING POSTERS AND FLIERS**

Posters and fliers should be professional looking and creative. Use straight lines and balance the information on the paper. Computers can generate excellent quality for those of us who are not artistic. Be careful not to make your fliers too boring so that they blend into bulletin boards.

Lettering should be simple and readable from a long distance. Don't use all capital letters: THIS IS HARD TO READ THAN THIS IS. Fancy letters may look nice from close up, but are hard to read from a distance.

You may want to use an overhead projector to project graphics and artwork onto your poster. Simply trace the art on to a transparency and blow it up and trace it again onto your paper. You don't have to be an artist!

Try to vary the shape of your posters. If you're advertising a coffee and doughnuts gathering why not make your poster in the shape of a coffee mug or doughnut? Rock climbing expeditions can be in the shape of a mountain. Be creative!

### USING GRAPHICS!



Words depersonalize. Figures of people personalize. Even the simplest stick figures are sufficient for people to build a human being. Graphics are generative; they stretch us and suggest and evoke ideas. Words box people's thinking and tend to block the seeing of relationships. Figures tend to expand people's thinking and encourage people to interrelate experiences. They make it easier for people to see themselves in the picture. Haven't you heard? A Picture Paints A Thousand Words!

**Important:** *Make sure you remember to represent a diverse set of people in your figures. If you only show one racial group the others may not see themselves belonging there.*

### THE USE OF COLOR



Choose what colors you plan to use for your entire campaign. This again will serve to unify your publicity. Students will remember seeing purple and green on your posters, table tents, and T-shirts.

Psychological associations of color:

|        |  |
|--------|--|
| Black  | formality, elegant, confident, bold, mysterious                  |
| White  | clean, pure, wealth  |
| Green  | money, freshness, growth, coolness, life                         |
| Blue   | cool, relaxed, peaceful, cheerful, approachable                  |
| Red    | lively, angry, exciting, "stop", revolution, fire, danger        |
| Yellow | (the 1 <sup>st</sup> color your eye detects) sunny, bright, warm |
| Violet | tenderness   |
| Purple | royalty, dignity   |

Remember these when choosing your colors. As an example your stress management program publicity could be blue and green to suggest relaxation and healing. Your date rape program might be red to show anger or to say "stop!".

## Unique Publicity Ideas

Balloons  
 paper cups  
 napkins  
 stirrers  
 pencils  
 pens  
 bookmarks  
 trays  
 sheets  
 paper towels  
 hangers  
 manikins  
 press releases  
 radio time  
 press  
 conferences  
 mobiles  
 match books  
 sandwich boards  
 costumes  
 banners  
 wrapping paper  
 straw  
 cardboard  
 fabric  
 animals  
 teasers  
 announcements  
 blackboards  
 video tape  
 friends  
 taped messages  
 photographs  
 records  
 books  
 rulers  
 calendars



mailing lists  
 benches  
 buses  
 cars  
 sky-writing  
 leaflets  
 line distribution  
 phone-a-thons  
 crumpled flyers  
 odd-shaped  
 posters  
 skits  
 previews  
 easels  
 raffles  
 stencils  
 folders  
 fireplaces  
 gimmicks  
 contests  
 freebies  
 food items  
 discounts  
 buttons  
 ribbons  
 tee shirts  
 television time  
 ads  
 drawings  
 string  
 clotheslines  
 paper plates  
 cash registers  
 postcards  
 telegrams  
 letters  
 businesses



stores  
 libraries  
 candy  
 brochures  
 bulletin boards  
 lollipops  
 logos  
 arm bands  
 bumper stickers  
 mailbox stuffers  
 kissing booths  
 songs  
 collages  
 coupons  
 Letter-openers  
 silk-screens  
 trash cans  
 plant holders  
 fortune cookies  
 cupcakes  
 cards  
 table tents  
 ping pong paddles  
 pinball machines  
 stickers  
 dormitories  
 windows  
 doors  
 lockers  
 notebooks  
 display cases  
 telephones  
 desks  
 waiting rooms  
 games  
 yearbooks



inserts  
 hats  
 footprints  
 sidewalks  
 envelopes  
 pencil holders  
 Frisbees  
 decals  
 field writing  
 body pointing  
 book bags  
 demonstrations  
 sugar packets  
 plastic utensils  
 key rings  
 trees  
 walls  
 phone numbers  
 gym bags  
 concession  
 stands  
 aprons  
 literature racks  
 steps  
 lights  
 partitions  
 windshield flyers  
 showers  
 hard-boiled eggs  
 lamp posts  
 telephone poles  
 store windows  
 bars



## Color

### Psychological Associations of Color

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|--------|--|
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### Readability of Color

According to advertising experts, the following color combinations are listed in order from the most readable to the least:

Purple on yellow  
Yellow on purple  
Black on white  
Yellow on black  
White on black  
Purple on white  
White on purple  
White on green  
Green on white  
Red on white  
White on red  
Black on orange  
Orange on black  
Red on green  
Green on red  
Yellow on white  
White on yellow



Remember: A poster in a bad location is a wasted poster!

## Public Speaking

Public speaking is a very important skill for an advisor and a leader. How well do you express yourself or get your message across? The answer to that question can be the difference between success and, well, less than success. If you want others to follow you or take your advice, it is important that they understand what you are asking of them. Your main way of expressing yourself may be in executive board or hall government meetings. While some of the skills discussed here may not be directly or completely applicable to your situation, there is probably some level of application to you.

### The Seven Most Common Problems in Public Speaking

| <b>PROBLEM?</b>              | <b>TRY THIS!!</b>   |
|------------------------------|---|
| 1. Mumbling                  | <ul style="list-style-type: none"><li>*Work on controlling your breathing</li><li>*Vary the pitch of your voice</li><li>*Focus on pronouncing words clearly</li><li>*Control your speed</li></ul>     |
| 2. Jumbling                  | <ul style="list-style-type: none"><li>*Pronounce your words clearly</li><li>*Try to eliminate fillers like "um" and "er"</li></ul>  |
| 3. Poor Planning progression | <ul style="list-style-type: none"><li>*Outline your speech in advance so there is a logical</li><li>*Know what you want to say about you topic</li><li>*Emphasize a central point or theme</li></ul>  |
| 4. No Concern for Audience   | <ul style="list-style-type: none"><li>*Find out in advance exactly who your audience will be</li><li>*Write your speech specifically to your audience</li><li>*Make appropriate eye contact</li></ul> |
| 5. Lack of Enthusiasm        | <ul style="list-style-type: none"><li>*Use vivid language</li><li>*Use dramatic techniques</li><li>*Use the power of your personality</li><li>*RELAX and enjoy yourself</li></ul>                     |

6. Lack of Preparation      \*Prepare a detailed outline  
   \*Have information to support your points of view  
   \*Practice, practice, practice
7. Insufficient Knowledge      \*Research the topic about which you will be talking  
   \*Find out the most recent information  
   \*Talk with informed people knowledgeable about the topic

## 10 Commandments of Good Speaking

1. **Know Your Subject** - What specifically do you want to say about your subject
2. **Know Your Audience** - Who is your audience? What are their expectations and interests? Is your purpose to entertain, inform, or persuade your audience?
3. **Know and/or Structure Your Room Set-up** - Where will you be? Where will the audience be? Is this conducive to getting your message across to the audience? If you can improve the set-up, do it! If you can't change it, how can you optimize your success under these conditions?
4. **Organize Your Speech - Prepare** - Know what you want to say and how to say it. Outline your report or speech. Choose your delivery format:
  - a. Speak from an outline (most preferred)
  - b. Read from a written text
  - c. Memorize a written text
5. **Practice** - Rehearse often under simulated conditions.
6. **Be Aware of your Body Language** - Stand erect. Vary your position. Avoid gripping onto or leaning on a podium. Use your hands for gestures.
7. **Use Vivid Language and Avoid Cliches** - Make your speech fun and interesting.
8. **PRACTICE** - Rehearse often under simulated conditions.

9. **Use the Power of your Personality** - Be yourself, not something with which you are not comfortable. This is how you are most relaxed, and it is also how you can be most persuasive and convincing.

10. **Enjoy Yourself** - If you have fun, your audience probably will too.

### Writing an Outline for a Speech or Report

This is not the only way to write a good speech, but rather a general outline that may be able to help you. This outline is intended to help you with one of your most important tasks - preparation.

#### Introduction

- \*Use a single sentence that clearly states your topic.
- \*Conclude with a clear and simple statement of your point of view.

#### Discussion

- \*Provide the necessary evidence for the audience to understand your perspective.
- \*Concentrate on developing a few points clearly and concisely.

#### Conclusion

- \*Briefly summarize your most important points.
- \*State clearly and explicitly any responses you would like.
- \*Connect your topic, your point of view, and the discussion.

The outline presented here can be adapted to a hall government report with some alterations. You would probably want to include the introduction and the discussion, but omit the conclusion. This is important because hall government reports are meant to inform rather than persuade.

#### REMEMBER...

- Public speaking is using the *spoken* word to share your *ideas* with people.
- It is important to know how to speak in public, because the *ability* to speak before a group of people is important to your *personal* and *professional* success.
- Good speakers are *made*, not born.
- The key words to good public speaking are *preparation* and *practice*.