**LEADING BITS**  
**TOPICS**

- Advising Groups  
- Agendas  
- Assertiveness  
- Brainstorming  
- Communication  
- Community Service  
- Conflict Management  
- Constitution/By-Laws  
- Co-Sponsorship with Other Groups  
- Delegation  
- Difficult Members  
- Elections  
- Evaluation Series  
  - Group Performance  
  - Individual Performance  
  - Meeting Evaluation  
  - Program/Event Evaluation  
- Financial Series  
  - Budgeting Organization Funds  
  - Corporate Sponsorship  
  - Fundraising  
- Getting Involved  
- Goal Setting  
- Group Dynamics  
- Icebreakers  
- Marketing your Leadership Skills  
- Minutes from Meetings  
- Motivation  
- Newsletters  
- Officer Transition  
- Parliamentary Procedure  
- Program Planning  
- Public Speaking  
- Publicizing Events  
- Recognition  
- Recruiting Volunteers  
- Retreats  
- Starting an Organization  
- Stress Management  
- Team Building  
- Time Management  
- University Events

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**QUICK TIPS**

**PUBLICITY CHECKLIST**

Publicity is a type of communication intended to pique interest and promote participation. It is meant to **SELL, EDUCATE, CLARIFY, EXCITE, and INVOLVE**. It contributes directly to the success or failure of many programs. Keep these things in mind as you develop your publicity campaign:

**APPEAL**  
For whom is the program?

**TIMING**  
When should you begin publicizing? Should it all go out at once or are there stages? What are the deadlines for preparing and printing? “Remember the Law of Diminished Returns.”

**LOCATION**  
What are the traffic patterns? Are any areas being left uncovered?

**TYPE**  
Flyers? Ads? Table tents? Banners? T-shirts?

**INFORMATION**  
How much should appear on printed material? Is it perfectly clear?

**COMMITTEE HELP**  
Who will be responsible for what?

**ANTICIPATED RESPONSE**  
Is the quality of printed material going to attract people’s attention? Is it memorable?

**BUDGET**  
Will the response be worth the amount of money spent? Is enough being spent? Is the total publicity budget realistic?

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**LEADING BITS** is a publication of the Office of Student Activities at LeTourneau University.

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The O|SA staff offers programs and consultation in these and other areas of personal and organizational leadership.

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EFFECTIVE PUBLICITY

Choosing the right kind of publicity for your event is an important step in the program planning process. The possibilities are endless . . . or at least tied only to your group’s creativity and funds. Posters and flyers are the standard means of advertising events, so you need to come up with some new medium of publicity or some new way to use the standard poster/flyer.

• Think about the subject of your event. Are there any themes or ideas that are easily tied to it? What is special about this event that would appeal to someone?

• Think about the audience you want to attract and how best to send your information to them.

• Remember to take into consideration University policies when posting and ALWAYS ask permission in advance.

Below are some ideas that should get your group’s creativity flowing:

• Write on a balloon and carry it through campus
• Make footprints out of paper leading to the program site
• Spell the event in windows
• Offer free prizes for attending
• Offer food at the event
• Put up table tents in the dining hall and MSC, or in the lounges of res halls
• Use fake dollar bills with the information on the back
• Get stickers with the event information
• Wear t-shirts with the event advertisement
• Radio and TV announcements
• Ads in the Yellowjacket
• Banner in the dining hall
• Information table in MSC, academic building, or outside
• Letters to organization presidents and RAs asking them to announce the programs
• Funny Chapel announcement
• Contest for groups who bring the most people to the event
• Signs on adding machine tape
• People with sandwich boards walking through campus
• Tape a message to a remote-control car and drive through campus/Chapel
• Stories in newsletters—yours and other organizations’
• Visit student organization meetings
• Put announcements on gum, candy, or some other giveaway
• Announcements in fortune cookies
• Chain phone calls
• Lopsided or odd-shaped posters and flyers
• Make a series of posters, a different one each week
• Bookmarks
• Crossword puzzle
• Use a logo
• Post information at local places where students hang out
• Campus bulletin boards
• Dress in costume and walk through campus

Remember to use your imagination and try some new things!