



SHEETS

Promotion & Publicity

When you start thinking about where to promote and publicize your event, you have a lot to think about! Keep the following places and people in mind.

POSTER AND FLYER

DISTRIBUTION POINTS

- colleges/universities
- elementary, junior high, and senior high schools
- ticket offices
- libraries
- chambers of commerce
- hotels and motels
- local merchants
- windows
- recreation centers
- book stores
- music stores
- clubhouses
- meeting halls
- senior citizen centers
- art galleries
- gas stations
- churches
- beauty parlors
- museums
- country clubs
- restaurants
- supermarkets
- banks
- laundromats
- community centers

For more information on organization and personal development skills in the SOAR series, stop by or call UNL Student Involvement, 200 Nebraska Union, 472-2454; or 300 Nebraska East Union, 472-1780. Staff members will be happy to assist you and answer your questions.

PUBLICATIONS

NEWSPAPERS

- entertainment page features and event announcements
- society page stories
- calendar listings
- school papers
- metropolitan papers
- classified ad papers
- interviews with artists
- telephone stories
- paid display ads
- classified ads
- joint ads with other presenters

MAGAZINES

- features and event calendars in regional or local publications
- alumni publications
- civic, social, ethnic, fraternal or special interest organization publications
- local arts and entertainment guides
- event-related local industry house publications
- paid advertising in local or regional publications

WORD OF MOUTH

- YOU
- your staff or volunteers
- your audience
- civic and business leaders
- business contacts
- social leaders
- college/university faculty and staff

RADIO AND TV

- public service spots
- features on community programs
- features on public access stations
- appearances on talk shows
- features on news shows
- campus stations
- spotlight of artists on network programs
- inclusion in community calendars of events
- complimentary tickets for media personnel
- paid advertising
- prerecorded spots and slides
- telephone interviews

OTHER IDEAS

- preview, outreach and teaser performances
- press parties
- cocktail parties for support groups
- teas
- bumper stickers
- bus placards
- billboards
- T-shirts
- buttons
- balloons
- table tents
- door hangers
- diversity programming
- records, tapes and photos
- public tours of your facilities
- discount coupons
- advertisements in other organizations' publications
- programs
- tie-ins with unions
- bookmarks
- napkins
- table mats

student involvement
<http://involved.unl.edu>