



LONG BEACH  
CITY COLLEGE

# PUBLICITY AND MARKETING

---

There are many different ways to publicize your organization and events, and the methods you choose will largely depend on what you are trying to promote. The key to successful publicity is planning ahead. Consider some of the following questions:

- What are you trying to publicize?
- Who do you want to attract?
- What kinds of resources (money, people, supplies) do you have available?

## Types of Publicity

### Print

- Newspaper ads in the college newspaper or local city paper
- Send a press release to the newspapers
- Hang fliers and posters on bulletin boards around campus
- Pass out small fliers in high traffic areas of campus

### Media

- Make announcements on the local radio stations
- Use Facebook or Myspace to create an organization group, post events, and electronic fliers
- Send emails to different campus listservs and distribution lists

### Personal Contact

- Make short presentations in classes and other organization meetings
- Personally invite organization leaders, departments, and others
- Each member is responsible for telling friends, classmates, neighbors, etc

### Other

- Make a large poster board to be placed in a high traffic area
- Have organization or even t-shirts made that all members wear leading up to the event

## What to Say

Oftentimes, you will have more experience and exposure to what you're promoting than your audience will have. Be sure to promote at a level that your audience can understand. Information to include:

- Event
- Date and Time
- Where it is being held
- Cost to attend (if any)
- Organization(s) sponsoring event

Check to make sure that everything is spelled correctly, the text is easy to read, and the colors used aren't painful to the eye. Only include the information that is absolutely necessary. **Plan Ahead. Prepare a working calendar for the event & allow enough time to get the word out. Advertising should be out at least two weeks before the event – if not sooner!**

\*Adapted from XCEL Center for Excellence in Student Leadership, Campus Life at Binghamton University of New York, 2010