

Election Publicity Hints

- E** Effective: Know your target audience and how to reach them...use audio and visual techniques
- L** Location: Display visual publicity in high target areas -- above water fountains, in bathrooms, the entrance to the locker rooms, hanging from the ceiling, on a high traffic stairwell wall, etc.
- E** Expression: Get name recognition -- Come up with a clever expression or slogan.
- C** Creative: Be creative! Make your publicity ads stand out from the rest.
- T** Techniques: Use a variety of publicity techniques: hat signs, buttons, car antenna pennant, flyers, telephone tree, web site, message tied/taped to candy, pencils, or other objects, write on balloons, posters, banners, school TV ads, sandwich boards, mobiles, banners, message up the rise of a staircase, etc.
- I** Interesting: Make your publicity interesting! You have, on average, 10-15 seconds of their attention.
- O** Original: Think outside of the box! Shake hands in the lunch line, or hold up a big banner and wave at the student boarding buses.
- N** Noticeable: Your campaign must get the voters attention or all of your hard work will have gone to waste.

- P** Poster: Tips for posters - Use illustrations, change the outside shape, layer different colors, have one main area of emphasis, use a directional devise to draw attention, but don't overcrowd it. However, publicity is not synonymous with poster. Ideas for other techniques are mentioned above.
- U** Unique: Be unique and a little unconventional...wear a suit and tie or dress and heels, wear a star antenna headband, turn your locker into a suggestion box (use the ventilation slot), talk to students, staff and the administration to solicit their concerns and ideas, and attend a PTA or faculty meeting.
- B** Budget: Consider the cost of your publicity vs. the effectiveness of it. You may have campaign spending limits and must report expenses. Be thrifty! For instance, use scrap paper or construction paper (not poster board); tape a paper pennant to a pencil instead of paying to have pencils engraved.
- L** Legible: Written publicity must be easy to read. Vertical lettering is hard to read; don't overcrowd; use a large print (at least 2") for the main emphasis of a poster or a banner; use CAPITAL LETTERS only to emphasize one or two words; have someone check your grammar and spelling.
- I** Integrity: Run an ethical campaign. Using "dirty tricks," will backfire on you. Integrity is an important character trait that should be expected of all leaders.
- C** Craftsmanship: Put lots of serious effort into your publicity. Take the time to draw guidelines for lettering; glue items if tape would be visible; cut carefully.
- I** Information: Your publicity should say something about your character, experience, and/or ideas. You want to influence the voters and inspire them to vote for you!
- T** Timing: Use different techniques and change them every two to three days. Old publicity becomes commonplace and ignored.
- Y** Yourself: Be yourself. Don't try to be like someone you aren't. Emphasize your best traits and go for it!

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