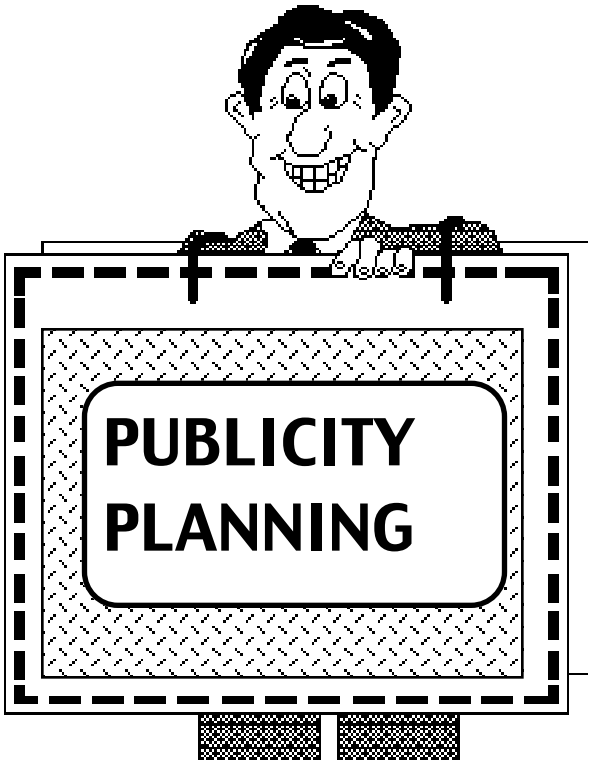
Questions to consider when selecting the proper technique for your publicity:

- Which audiences are you trying to reach?
- How much time do you have?
- Who is available to work and what are their strengths?
- How much will you need to spend on publicity vs. how much you can afford?
- Which technique will accomplish your goal at the lowest cost?
- Which technique is most appropriate for your time constraints?
- Should you use a single technique or several?
- Which techniques have you used recently?



Plan different publicity techniques for different activities...variety keeps our attention !

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ACTIVITIES → / ↓ PUBLICITY TECHNIQUE																						
posters																						
hat signs																						
buttons																						
telephone																						
bulletin board																						
newspaper																						
flyers																						
pennants																						
sandwich board																						
PA																						
sing-a-gram																						
banners																						
balloons																						
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school TV																						