

Publicity Ideas – Compiled



Announcements in classes
Buttons (get friends/teachers to wear)

Chalk ads on sidewalks

Carry around signs...dress up for added attention!



Develop graphics scheme
Feature articles in newspapers
Flyers next to clocks in classrooms
Flyers on gym lockers
Flyers that look like money left on tables
Helium balloons with flyers (attention grabbers)
Instant photos with promo backdrop
Local newspapers
Noon-time teasers
Odd shaped posters!!
One word posters and newspaper ads



KCrawford



Telephone tree...have 8 people call 8 different people on 8 different days...



PA announcements



Phone-a-thon to 5% of students about event
Play video clip or have a Powerpoint/Prezi
Posters - determine a poster patrol (move poster locations every 2 days)
Press release to local & school newspaper



Roller skater with sign



Sandwich boards
Solicitation table
Streamers or flags
T-shirts
Table tents
Website
Word of mouth



Social media – It's the 21st century, so every school district should at least have social media accounts, right? If you don't, create your accounts today. Don't hide from social media – it's here to stay, schools, and it's time for your school to use it to their advantage!

Before long, social media will trump every other channel when it comes to promoting school events. Don't forget the very visual media that everyone loves these days: Youtube, SnapChat, Instagram. And Twitter, – these are quick and easy platforms to feed photo content directly to your school's community and get the message out!



Now you can have
Practical Publicity

Easy & Affordable Advertising in School



"More announcements? Oh, please -- don't bore me (yawn)!" ... Is this the typical student reaction to your PA announcements? And worse yet ... are PA announcements the main source of publicity in your school? Read on and see how you can GRAB the ATTENTION of your fellow classmates with perky PA announcements, sensational sandwich boards, handy hat signs and powerful, practical posters.

Public relations is the special way that your organization goes about informing, involving, developing, and creating goodwill among and throughout the school and community it serves.



To be successful, your organization needs to have a fundamentally sound public relations and publicity program.

Any student organization should inform, involve, create good-will, and enthusiasm, and in general, promote its activities not only within the organization itself, but also throughout the entire school and the community it serves.

Publicity serves to:

- ◆ inform present members of the organization and organizational programs and activities
- ◆ to recruit new members to the organization
- ◆ to inform the general public and influence public opinion
- ◆ to build group unity and moral through recognition of individual and group accomplishment



*Read It With
A Group*

Sing It

*Read It As A
Dialogue*

*Read It
As A
Poem*

**ALWAYS
REHEARSE
FIRST**

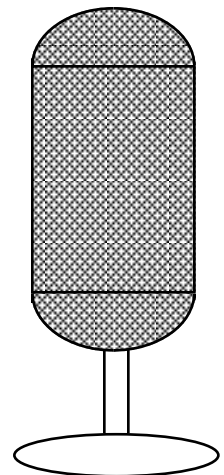
*Use Sound
Effects*

*Read It As A
Limerick, Riddle
Or Joke*

*Read It
"Dramatically"*

READ IT BY
YOURSELF

Style and wording should be
changed at least every two or three
days...otherwise the announcement
will lose its message impact!



©1994 Karen L. Crawford

Download samples of PA announcements using some of the above techniques:<http://bit.ly/2yRNxa0>

Questions? MrsKCrawford@gmail.com

PA Announcement (Public Address)



While practicing your PA announcement, pay special attention to the factors below.



- *breathing*

Many people take a breath in an "un-natural" place. Be sure your breathing is not shallow...also, so not try to finish a sentence if you are running out of breath!

- *volume*

You want to be loud enough to easily be heard, but not so loud as to be annoying.

- *articulation*

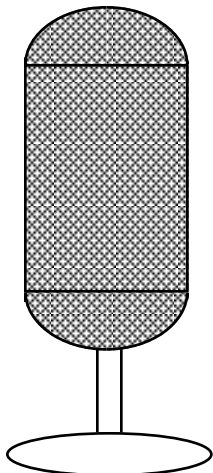
If we can't understand what you are saying, then all of your creative endeavors and hard work have been a waste of time. Pay careful attention to consonants and endings of words.

- *pitch of voice*

A high, squeaky voice can be a real turn-off, and a very deep voice is sometimes difficult to understand. Be sure your voice pitch is in a pleasing range.

- *rate of speech*

Many people tend to speak faster when they get nervous. Be sure you practice a smooth and even rate of speech.



Large Posters...

Be sure the lettering is really LARGE - the average viewing time of a poster is only TEN SECONDS!

Don't use squares and rectangles....

Get the Message At A Glance !!

Mount another color and another shape behind to help attract attention !!!

Make 6 really good posters and change the location of the poster every 2 days! This keeps them fresh and new to students seeing them. Be sure to take them down as soon as the event or program is over!

- Keep it Simple (don't overcrowd)
- Have one Area of Emphasis
- Bold and Easy to Read Lettering
- Use Some Variety
- Easy to See Colors (don't use yellow for lettering)
- Attract Attention
- Good Craftsmanship
- Essential Information

A different shape will help to attract attention.

Publicity Posters

...You will need a selling point...

- Create a memory
- Try an element of surprise
- hold the viewer's attention
- Urge action from the viewers
- slogan



- * Have your posters approved
- * Put up your posters several weeks in advance for maximum publicity
- * Hang your posters in central, populated areas...just above eye level
- * Use posters with other forms of publicity
- * Be responsible and take down your posters after the event

KCrawford

GUIDELINES ARE USED TO KEEP LETTERS AND WORDS EVEN AND CONTROLLED

BLOCK

Script CRAZY

Bubble

...draw the guidelines LIGHTLY so they erase easily !!!

Computers...



Be sure that the computer lettering is large and easy to read.

Mount the computer sign on several different shapes and colors of paper...



Remember... who what where when why

W

You do not need to be an artistic genius to create a successful poster...following just a few of these tips will help you be a publicity poster expert !!

...make the word...

LARGER...

BOLDER...

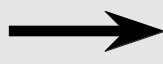
CHANGE THE STYLE

...put a border around it

CHANGE COLORS

...use an arrow (or other pointing devise..

UNDERLINE



Helpful Hints...

Presentations involving Art



1. **PLAN** on scrap paper.
2. **BORDER** - draw a border
3. **GUIDELINES** - lightly in pencil.
4. **LIGHTLY** pencil-in the design.
5. **STENCIL** or lightly draw the art work.
6. **TRACE** over the pencil with pen, marker, etc.
7. **WAIT** 5 minutes for ink (or marker) to dry, then **ERASE** pencil lines.
8. Add **COLOR** as desired. (Use easy to see colors for lettering!)

PS...Can you use a computer for lettering and/or some art? This use of technology saves a lot of time !!!



Helpful Hints...

Lettering Guidelines



ALL CAPITAL LETTERS

NEED 2 GUIDELINES

(but capital letters tend to be more difficult to read)

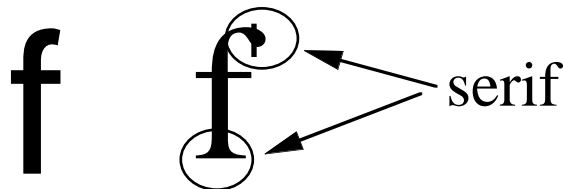
Capital and Small letters

need at least 3 guidelines

(and are easier to read)

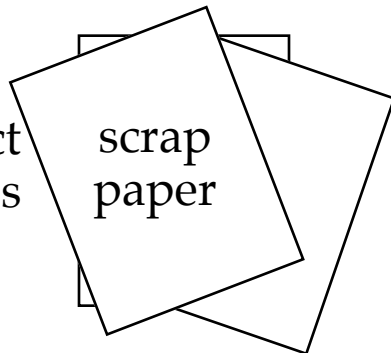
PS...If you use a computer for lettering, use a font with a serif..serifed fonts are easier to read !!!

Be sure the lettering is LARGE - the average viewing time is ten seconds!!



Helpful Hints... Gluing

1 collect supplies

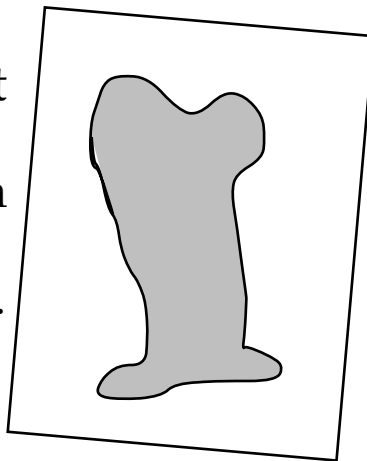


OR



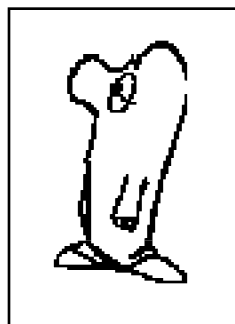
art work

2 turn art work over on scrap paper...



3 ...glue all around the outer edge, "spilling over" on the scrap paper. Carefully lift it off of the scrap paper and...

4 carefully position the art work on the final paper...



5 ...lay a "clean" piece of scrap paper on top of the art work and rub the edges.

