**ELECTRONIC**

___ OrgSync Calendar

___ WSU Online Calendar of Events

[http://www.wichita.edu/my/calendar/?VIEW=main](http://www.wichita.edu/my/calendar/?VIEW=main)

___ Social Media

1. [http://www.Facebook.com](http://www.Facebook.com)
2. [http://twitter.com](http://twitter.com)
3. [http://www.youtube.com](http://www.youtube.com)
5. Blurb in OrgSync Weekly E-Newsletter

   Send to Coordinator of Student Organizations

___ Community websites:

1. [http://www.KMUW.org](http://www.KMUW.org)
2. [http://www.kwch.com](http://www.kwch.com)
3. [http://www.eventful.com](http://www.eventful.com)
4. [http://www.finishtoto.com](http://www.finishtoto.com)
5. [http://www.kake.com](http://www.kake.com)
6. [http://www.ksn.com](http://www.ksn.com)

___ WSU-TV Campus Information Channel 13

Greg Matthias, Greg.Matthias@wichita.edu

Manager of Video Services and Cable Television, Media Resources

**GUERRILLA MARKETING**

Guerrilla marketing is an out of the box marketing idea. An example would be having a marriage booth to promote a showing of “The Hangover”

Idea 1:

Idea 2:

Idea 3

Idea 4:

**PAPER PUSHING**

___ Postering:

___ Campus Kiosks

___ WSU Building Bulletin Boards

   So long as boards are not marked “For Department Use Only”

___ Greek House Bulletin Boards

   Ask individual chapters – you will probably need to drop them off at each house/ chapter

___ Residence Hall Bulletin Boards

   Deliver 10 copies to Housing & Residence Life, Fairmount Commons

   (Shocker Hall will only use the CIC)

___ RSO Mailboxes in Student Involvement

___ On Campus Departments

___ West/South Campus

___ Direct Mail lists:

___ Current or Pre-registered Students

___ WSU Faculty / Staff

   Get list from WSU Human Resources

___ Flyers, posters & handbills at information tables

   Contact Event Services to schedule the table / location 978-3475

___ Handbills

**MEDIA / SERVICES**

___ Public Service Announcements (PSAs)

   [Joe Kleinsasser](mailto:Joe.Kleinsasser@wichita.edu)

   Director of News and Media Relations, Strategic Communications can help write PSAs

___ WSU Today Faculty/Staff newsletter

   [wsutoday@wichita.edu](mailto:wsutoday@wichita.edu) (Faculty and Staff only)

___ Shocker Blast Student newsletter

   [shockerblast@wichita.edu](mailto:shockerblast@wichita.edu) (Students only)

___ WSU News Digest announcement

   [Joe Kleinsasser](mailto:Joe.Kleinsasser@wichita.edu)

   Director of News and Media Relations, Strategic Communications (Faculty and Staff only)

___ Sunflower Campus Newspaper – 978-3640,

   Elliott Hall Room 19

   [http://www.thesunflower.com/site/contact.html](http://www.thesunflower.com/site/contact.html)

   Contact for interview, story or photo op

___ Placing Classified Ad

___ Email Editor on what’s coming up

___ Local Print Media

___ Wichita Eagle

___ Naked City

___ Community Voice

___ Other
VISUAL PUBLICITY

_____ Sandwich Boards (can reserve black sandwich boards from Student Involvement)
_____ Chalking (can reserve spaces in Student Involvement)
_____ Yard Signs (can reserve spaces in Student Involvement)
_____ Display Cases (can reserve spaces in Student Involvement)
_____ Large format poster (22x28) displayed in:
    Residence Halls – Katie Austin, Katie.Austin@wichita.edu
    Associate Director for Residence Life
    Other: _____________________________
_____ Buttons (parts available in Student Involvement)
_____ Giveaways, “goodies” & coupons
_____ Leave messages on classroom chalkboards
_____ T-shirts

IN-PERSON PROMOTIONS

_____ Personal contacts / Announcements in/at...
    Classes /classrooms
    WSU Departments
    Greek Chapter Meetings
    Housing Floor staff meetings
    Student Organization Meetings
_____ Other WSU events
_____ Mascots and Other Appearances (Contact Athletics)
    WU Mascot with Costume (30 Days in Advance)
    WSU Spirit Squad
    WSU Dance Squad
_____ Information Tables
    In WSU buildings and outside
       (Contact Event Services 978-3475 or individual buildings)
    At other campus events
       (Contact coordinator of event ahead of time)
_____ Sponsor a Prize Giveaway

For more information visit www.wichita.edu/involvement or call 316-978-3022

Publicity & Promotions
Idea Starter / Checklist

Event: ___________________________
Date: ___________________________
Committee: ______________________

*Ideas listed on this sheet are meant to jump-start your publicity brainstorming process. It’s not an exhaustive list, so add your own creativity!

*Although ideas listed here are generally available and appropriate, placement on this form does not imply permission. Check with appropriate department managers or volunteers prior to committing to the publicity method.

Last Updated August 2014