Publicity & Promotions
Idea Starter / Checklist

Event: ________________________________
Date: _________________________________
Organization: __________________________

Created by: Jacob Brumfield
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Remember: Include correct event title, date, time and location, as well as your organization’s contact information on all posted material.

VISUAL PUBLICITY

___ Posters
___ Large format posters displayed in:
   ___ William H. Smith Bowling and Recreation Center – check with Rich Renollet
   ___ RSC Display Cases – check for availability / schedule in Activities Office, 978-3495
   ___ RSC Hallways – Maria Ciski, 978-3475
   ___ Heskett Center Lobby – Dan Mehl, HC Director, 978-3082
   ___ Fairmount Café / Commons – Check with Housing, 978-3693
   ___ RSC Display Cases – Coordinated by Activities Office
   ___ Left side near Bookstore

___ Right side near Bookstore
___ Outside Copperfields

___ SAC Poster Display Cases – Coordinated by Activities Office for SAC’s use although non-SAC events have been posted here
   ___ 1st Floor by Shocker Square
   ___ 2nd Floor outside RSC 223
   ___ 3rd Floor outside Ballroom

___ Banners – hung outside on RSC 2nd Floor Balcony, contact RSC Reservations Office, 978-3475

___ Buttons

___ Giveaways, “goodies,” and coupons

___ Leave messages on classroom chalkboards

___ T-Shirts

PAPER-PUSHING

___ Postering (see Poster/Flyer policies and procedures):
   ___ Campus Kiosks
   ___ WSU Building Bulletin Boards – As long as boards are not marked “For Department Use Only”
   ___ Residence Halls Bulletin Boards – Get permission from and deliver 35 copies to Housing Office, Fairmount Towers Commons
   ___ Greek Houses Bulletin Boards – Ask individual houses, you will probably need to drop them off at each house

___ Previous event attendees – Collect at prior events on sign-up list

___ Student Organizations – Get list from Center for Student Leadership, 978-3022

___ WSU Faculty / Staff – Get list from WSU Human Resources

___ Information Tables – Contact RSC Reservations to schedule the table / location, 978-3475

___ Flyers – Place at RSC Heskett Center, Housing, Student Health, cash register stations, RSC Info Center and Rec Center service desks (ask Manager’s permission)

___ Greek Newsletter – Contact Center for Student Leadership, 978-3022
__MEDIA/SERVICES

___ Public Service Announcements (PSAs)
   Joe Kleinsasser, 978-3013, News & Media
   Relations Director, University Communications

___ WSU Today daily event announcement
   wsutoday@wichita.edu

___ WSU This Week – Every Monday
   Joe Kleinsasser, 978-3013, News & Media
   Relations Director, University Communications

___ Sunflower Campus Newspaper
   ___ Contact for interview or photo op
   ___ Writing Editorial
   ___ Placing Classified Ad
   ___ Placing Display Ad

___ Other

__IN-PERSON PROMOTIONS

___ Personal contacts / Announcements in/at
   ___ Classess / classrooms
   ___ WSU Departments
   ___ Greek Chapter Houses
   ___ Housing Floor staff meetings
   ___ Student Organization Meetings
   ___ WSU Athletic events - Athletics Marketing &
      Promotions, 978-3264
   ___ Other WSU events

___ Mascots and Other Appearances
   ___ WU Mascot with Costume - Center for
      Student Leadership, 978-3022
   ___ WSU Spirit Squad - Center for Student
      Leadership, 978-3022

___ Information Tables
   ___ At prior events
   ___ In the RSC
   ___ In WSU Buildings and outside
   ___ At Activities Fairs
   ___ At select SAC Shocker Spirit events
   ___ At select SAC Promotions events
   ___ At other campus events

___ Sponsor a Prize Giveaway

__ELECTRONIC

___ WSU Online Calendar of Events
   www.wichita.edu/thisis/calendar/

___ Community websites:
   1. www.kmuw.org/events.php
   2. http://www.kmuw.org/events.php (Got to
      “Xtras,” “Community Calendar”)

___ Koch Arena electronic board on 21st/Hillside
   [Rare]
   Joe Kleinsasser, 978-3013, News & Media
   Relations Director, University Communications

___ WSU Campus Information Channel 39
   Mary Morriss, Telecourse Coordinator, 978-7766

___ Student Organization Presidents / Advisors E-mails
   Center for Student Leadership, 978-3022

___ WSU Alumni Association e-mail list
   Debbie Kennedy, Executive Director of Alumni
   Association, 978-3836

___ Facebook Event (www.facebook.com)

___ Facebook Ads

___ MySpace Event Group (www.myspace.com)

- 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.