Publicity Channels
Possible Event Publicity Options

- Flyers
  - Copy in Dean’s Office and post around campus
  - Send to printing services and post around campus
  - Stamp Usdan and Shapiro posters at info booth before posting
  - Place in prominent locations: Shapiro, Usdan, science quad, Brown, humanities quad, music building, libraries
  - Post on bathroom stall doors
- Painted posters - for Shapiro and Usdan
- Stuffing boxes
  - CA boxes
  - Club Mailboxes
  - Faculty boxes in specific departments
- Handouts/Brochures
  - Copy in Dean’s Office or send to printer
  - Have students help hand them out in public areas
  - Leave in lobby areas w/ other materials (newspapers, etc.)
- Email lists
  - Pluralism listserv
  - Student Union announcement, [goo.gl/forms/kQ8HLdm6iY](http://goo.gl/forms/kQ8HLdm6iY)
  - Club Leader listserv
  - ICC listserv
  - Other club or department/program lists of interest
- Newspapers
  - Newsbrief in The Justice
  - Advertisement in The Justice or the Hoot
  - Contact them for a possible feature article on your event
- Websites/Social Media
  - Brandeis Event Calendar (BrandeisNOW), [www.brandeis.edu/events/submit.html](http://www.brandeis.edu/events/submit.html)
  - BPA Facebook page and other Facebook groups on interest
- Meetings
  - Club Meeting Visits
  - Quad Meetings
- Other options
  - Sidewalk chalk ads
  - Balloons
  - Banners
  - Buttons
  - T-shirts
  - WBRS public service announcements