

Publicity Checklist

Possible publicity options for an event

- 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
 - BPA listserv (send to Elaine Wong ewong@brandeis.edu or Gretchen Rowley growley@brandeis.edu)
 - Student Union Announcement list
 - Stephanie Grimes' Student Life announcement list
 - Clubleader 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
 - [My Brandeis](http://my.brandeis.edu/) : <http://my.brandeis.edu/>
 - TV display ads are created through the following link: <http://my.brandeis.edu/tv/ad/>
These ads run in the SCC, Usdan and Raab steps.
Ads must include the following info to be approved:
name of event / time / date / contact name and phone and/or email / location
AND name of sponsoring club or department
 - BrandeisNOW website-you can submit an item for their announcements and events lists.
 - 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