

Step 4: Publicity

Now that you have your entire show organized, all you need to do is publicize it! OU provides many different ways to publicize, so take advantage of as many as you can. To help you keep track of all these opportunities, this section will be a timeline rather than a list.

Publicity Questions Checklist

- ☐ Do I have permission to publicize (hang posters, chalk, booth) on campus?
- ☐ Do I have the special permission needed to advertise south of Lindsay Street (the area that includes residence halls)?
- ☐ Have I created a Facebook event? Have I reminded my organization members to invite others to it?
- ☐ Have my organization members made the poster image their Facebook profile picture or cover photo? Do I need to tag them in the image so that they are able to do this?
- ☐ Have I printed posters? Do I have volunteers to help hang them?
- ☐ Have I set up a booth in the Union? Do I have volunteers to sit at the booth?
- ☐ Have I decided on a day for chalking? Have I checked the weather for that day? Do I have volunteers to help?
- ☐ Have other students received an OUMM about the event?

Before All Else:

- Make a Facebook event and announce the event at IAC's General Body Meetings (GBMs) as soon as you know the date. This way, other organizations can avoid planning their event for the same date. You can always focus on details and promotion later.
- Always work one or two steps ahead. Advertisement space is often given on a “first come-first serve” basis, so apply early to ensure that your organization receives the best advertising spaces.

Publicity: 4-5 Weeks Before the Event

- **Create a poster** for your event. Make sure to include all relevant information, such as date, time, place(s), sponsor logos, etc. It is best if your poster associates a particular image with your event. Be consistent with the image so that potential attendees will always know what it is supposed to represent. For example, a person can always recognize the Coca-Cola logo, no matter how far away the advertisement is.
- If you want to have “**table triangles**” (small advertisements in plastic protectors) on the Union food court tables, email _____ at _____. You must do this 1 MONTH in advance.

Publicity: 3 Weeks Before the Event

- Use this week to make changes to your poster. You will need to **finalize the sponsor logos and all design aspects before you print.**
- **Make a Facebook event page.** If you have already done this, add all of the relevant details. Encourage your organization members to invite all of their friends.
- **Book booths in the Union** to be used in the following two weeks. You can choose how many days you booth, though doing so almost every day the week of the event is advised. You can go to [this page](#) to book a booth.
- **Get permission to hang your posters** during the following two weeks. Keep in mind that it takes 2-5 business days to get permission, and it only applies to campus areas north of Lindsay Street. You can go to [this page](#) to apply for poster permission.
- **If you would like to hang posters south of Lindsay Street** (the residential hall area), you will need to get special permission. You can do this by bringing an example of your poster to the Housing and Food office on the first floor of Walker Center. Remember that it will take them at least a week to approve it.

Publicity: 2 Weeks Before the Event

- **Print your posters and tickets at the beginning of the week.** You can go to King Kopy on Boyd Street or you can use the Crimson and Crème Copy Shop in the Union. If you would like an extremely large version of your poster for your booth, visit the College of Architecture. They will print it for you at a fairly cheap price.
- **Put your posters** around campus and campus corner (ask permission from shop owners first).
- **Tag friends in the poster image on Facebook.** Ask executives and organization members to constantly share the image so that it reaches as many people as possible. Make sure that they do this periodically during the next two weeks so that the image stays in the newsfeed.
- **Make sure you have volunteers for all booth** time slots, especially if you advertise that you will sell tickets at the booth.
- **Get permission to chalk** on campus the following week. Keep in mind that it will take 2-5 business days to get permission. You can go to [this page](#) to request chalking permission. Remember that this permission only applies to campus areas north of Lindsay Street.
- **If you would like to chalk south of Lindsay Street** (the residential hall area), you will need to get special permission. You can do this by visiting the Housing and Food office on the first floor of Walker Center.
- **On Friday, send an OUMM email** that will go out to all OU students the following Monday and/or other days the week of your event.

Publicity: 1 Week Before the Event

- **Make sure you have volunteers** for all of your booth time slots, especially if you advertise that you will sell tickets at the booth.
- If the weather will be good (no rain/snow), **use chalk** to advertise your event on campus sidewalks. Keep in mind that you may use **ONLY** white and/or yellow chalk, as per OU policy. You also may not chalk within 10 feet of campus building entrances. (Tips: Making a stencil can lend a certain image to your event and make it easier for chalking volunteers to just trace the image onto the sidewalk. Also, remember to chalk all over the main campus. If you only chalk on the South Oval, people might overlook it.)
- **Hand out flyers in the Union** during your booth time.
- Try something eye-catching! Do a flashmob by your booth or on the south oval.