



How to Effectively Publicize Your On-Campus Program

When Communicating You Should:

- Communicate electronically (e-mail and web)
- Make sure subject line and first sentence grabs audience's attention
- Send your message to a targeted audience; not everybody
- Send first round of publicity three weeks out; another round one week prior to event
- Make sure you include title, date, time and location of event towards top of announcement
- Include department that sponsors event at the bottom of announcement

When Designing Your Piece:

- Avoid centering text; keep it left justified
- Keep text consistent (font and color)
- Background color and text should contrast (don't use yellow on white background)
- Place image (if desired) facing text with white space around image
- Place logo of sponsoring department at bottom of message
- Use Futura linotype font for title and Garamond for body of text

When Delivering Your Message:

- Did you notify your free publicity outlets on campus?
 - Communications Office- communications@siena.edu (we can promote via news on website, Facebook, Twitter, Flickr, Media, News from the Dome and Siena News)
 - SCTV- dcsmith@siena.edu (Dow Smith)
 - WVCR- dkibbey@siena.edu (Darrin Kibbey)
 - Promethean- k30peck@siena.edu Kelly Peckholdt (Editor)
 - Is it on the calendar on Siena's website?
- Do you have an evaluation for your program? How did they hear about your program?