

# Guide to Publicity

Flyers: They're the traditional, time-honored way to raise awareness about your group and its programming. Yes, they're old-hat, but gosh can they be effective. Just don't go overboard—remember to be respectful of other groups' flyers.

Tips for making your flyers as effective as possible:

- Hang them up everywhere—not just Lerner and your door. Go for Hamilton, the Butler reading rooms and lounge, residence halls, Barnard, at the bottoms of stairwells, etc.
- Assign specific buildings to specific members of your group.
- Print some nice color flyers for your biggest event(s). Use Barnard Document Services in the basement of Milbank Hall—they're much cheaper than Columbia Print Services.
- Post flyers creatively—make them 3-dimensional, hang them from the ceiling, etc.
- Don't crowd your flyer with too many words or graphics. Simple and bold is better.

Media:

- Send an announcement of your event to Bwog, [www.bwog.net](http://www.bwog.net).
- Try to get Spec to do an article about the event (preferably before it takes place). Email [info@columbiaspectator.com](mailto:info@columbiaspectator.com).
- Make a Facebook event and invite everyone you've ever known in your entire life (well, maybe not everyone).
- Update your website! People do visit your website, and if it's not chock-full of up-to-date information, your group misses out on a lot of potential interest.
- Email leaders of groups with membership that will likely be interested in your event. They can distribute your message to their listservs.
- Send your announcement to club or class governing boards (e.g. SGB, CCSC, etc.) and they will post it on their website or include it in their weekly email.
- Ask relevant departments with web calendars to post your event on their website, such as the Earth Institute or EALAC.

Chalking:

- It is against Facilities policy to chalk basically anywhere on the Columbia campus. But...as long as the rain will wash the chalk away, no one will bother you. Chalking is in fact allowed on the Barnard campus (though only where rain falls; under an overhang: don't chalk).

Getting a banner in Lerner:

- Go to University Events Management on 7<sup>th</sup> floor Lerner. They'll help you get a banner for your group to hang in Lerner.

### Palm cards:

- Palm cards are cheaper than color flyers AND people put them in their pockets and bags, raising the likelihood that they will actually read about your club or its programming. Again, go to Barnard Document Services.

### Mailbox stuffing:

- Lerner Hall Mail Services will distribute leaflets or flyers from any recognized student group to the undergrad mailboxes in Lerner FOR FREE! All you have to do is tell them in advance what week you want the materials distributed and then give them the materials. Some weeks can be blocked off, and students don't check their mailboxes all that often, so contact Mail Services as early as possible and make sure your flyers are distributed at least a couple weeks before the event. Contact Alex Azar at [aa2791@columbia.edu](mailto:aa2791@columbia.edu) for more information and to start organizing your mailbox stuffing.

