

FOCUS

A Herff Jones IMPACT Resource For Advisers

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APRIL FOCUS

Publicity

BASIC PRINCIPLES FOR PUBLICITY

It does not matter that your group is doing great projects or fundraisers if no one knows about them. The key is publicity!

There are seven basic principles of publicity.

1. **Creativity.** More enthusiasm and interest can be generated if you use unique, fresh and clever methods of promotion. Imaginative, eye-catching publicity is more fun and more effective in developing an interest in what you are trying to promote.
2. **Variety.** If no one type of publicity reaches the entire audience then more than one must be used. More than one method can also reinforce and intensify your message. Use a variety of techniques that work together and compliment one another. Variety is necessary to provide interest, to arouse excitement and prevent monotony.
3. **Quantity.** An advertisement must be seen or heard several times before it has a major impact. The more it is seen

or heard, the higher the retention will be. But remember that repetition with no variety will accomplish very little. Quality and quantity go together.

4. **Visibility.** Place your publicity in locations with high visibility. Good locations in a school include mailbox areas, outside cafeteria entrances, cafeteria walls, stairwell doors, room doors, water fountains, etc.
5. **Legibility.** The greater the legibility, the greater the chance that the advertisement will be read. Do not use large blocks of copy. The copy can be made more legible, less monotonous and more attractive by breaking it into smaller parts. Type styles that are too large or too small are hard to read.
6. **Clarity.** Even if your message is readable or can be heard well, it must be understandable to get the message across to the audience. Include the following points:
 - ✓ Be concise and clear - say what you mean and only what you mean.
 - ✓ Avoid excess verbiage. Omit words that do not

add anything and substitute one or two words for long phrases.

- ✓ Avoid ambiguity. Use words in their usual meaning.
 - ✓ Use the language of your audience. Do not use words that will not be understood by your target audience.
7. **Advance Notice.** Publicize well in advance. If the publicity goes out too late, it does not give people enough time to plan to attend the event or to purchase an item. Publicity should start early with reminders along the way.



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FUNCTIONS OF PUBLICITY

In order to be effective, publicity must fulfill the following functions:

1. **Attention.** The first function is to attract the attention of the possible participants. Publicity is a total loss if people fail to stop, look or listen to what is being said.
2. **Interest.** After a person's interest has been obtained, the publicity should hold their attention until the individual has absorbed all of the information. To hold attention, the publicity must maintain interest. It should make the reader or listener want to know all that the publicity has to tell.
3. **Information.** Publicity must also contain enough information about the program. There should be enough information to arouse curiosity. At a minimum, the information should include the title of the event, date, time, location and the name of the sponsor.
4. **Desire.** Publicity should create an urge that makes people want to attend the program or buy the product. The success of the promotion is dependent upon the desire that has been aroused. It is possible, within the limits of creative ability, to raise interest so high that people will look forward to attending the event or buying the product. Publicity should appeal to emotions, intellect, and self-interests to develop a strong desire.

5. **Action.** Finally, the publicity should result in the person taking action by attending the event or buying the product.

ADVISERS WEAR MANY HATS



As student activity advisers, many hats are necessary as you try to balance your life and activities. Speaking before a group may not be your idea of fun, but here are some speech blunders to avoid.

1. **Do not** be dull. Think of all of those meetings that you have been forced to attend. Use quotes and personal stories to help the listeners visualize your message.
2. **Do** repeat your message. Repetition is necessary for retention. The more you repeat and illustrate the more your audience will retain.
3. **Do** answer the question of the audience - "What is in it for me?" In other words, why am I here?
4. **Point out** the important points such as "This is important," to focus the attention of the audience.

5. **Do not** forget to practice and time your presentation out loud.
6. **Do** test and make sure all audio-visual equipment is working properly and that all visual aids can be read from the back of the room.
7. **Do** take a few minutes to collect your thoughts before you speak with no distractions and focus on your message. Do not ruin what has taken days to prepare by being distracted.

"You miss 100 percent of the shots you never take."

~Wayne Gretzky

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