

Publicity Planning

Event name: _____

Date: _____ Time: _____ Place: _____

Special theme, logo, or colors that should be used: _____

Budget for publicity: _____ Date publicity should begin: _____

Will tickets be needed? Yes No

On sale when? _____ On sale where? _____

Ticket price: _____ Sales start: _____ Sales end: _____

What audience do you want to reach? _____

Students Parents Faculty/staff Community Other

Methods we will use to reach them:

Who will be responsible:

- Bulletin/PA announcements
- Posters
- Marquee or electronic message board
- Fliers
- Table tents
- Chalkboard notices
- Sidewalk chalking
- Locker signs
- Yard signs
- Press release
- Radio PSAs
- Web site item
- Blast e-mail
- Newsletter item
- Bulletin board
- In-school TV/radio ad
- Community access cable
- Other (be creative!):

Additional information, ideas, or suggestions: _____
