

# PUBLICITY CO-ORDINATOR

How well known is your Christian Union on campus?

What image does the general population of students have about CU from our posters or advertisements?

What are we trying to achieve by advertising on Campus?

How do we go about advertising the Christian Union?

It is important as you take up your role on publicity or as you work as part of a team in the publicity of the CU, that you assess your campus.

- ⇒ What type of advertising already exists?
- ⇒ Why have we continued with the same type of advertising?
- ⇒ Does the average student look at the posters around campus?
- ⇒ Does the average student know that the CU exists?

## What are we hoping to achieve in advertising the CU on Campus?

1. Increase the profile of the CU
2. Raise awareness of regular CU activities and events
3. Raise awareness of special events e.g. mission, carol service, Alpha course

## The Face of the CU – publicity in the bigger picture

Most people who are likely to come to an event are the friends and acquaintances of CU members. The popular face of the CU is in general the members themselves. Posters and fliers and anything else you care to consider will not do the job of publicity on their own. You can have posters and fliers all over the shop, and a wonderful event or mission planned, but if Christians are not telling people about Christ, and are not inviting their friends to come along, then all the posters in the world are unlikely to bring in a large crowd of people who are really willing to listen to the gospel.

As part of the publicity team you need to be encouraging (not berating) people to invite friends, using the posters as reminders perhaps, and leading the way by example, so that they know it can be done. Even if all your friends say "no," the important thing is to ask.

The publicity role is not just about publicising events. More and more the role involves maintaining the CU website. CU websites can be incredibly useful resources to keep CU members (and other students) informed as to what is happening that week. However to be useful they need to be kept up to date. You need to decide if you want a flashy site or if you simply want to do the basics well. Important sections would be a calendar with all the events the CU is running (with dates and locations), CU news, contact details, a section for people interested in finding out more about Christianity. On a practical level it is wise to monitor who has access to the CU website, so that what is being said actually represents the views of the CU. There is great scope to develop CU websites in a number of ways with

talks streamed online, picture galleries etc (see [www.qubcu.com](http://www.qubcu.com) as one example). Another useful idea is to have a weekly email newsletter keeping CU members up to date with what is happening that week and any special announcements etc. To avoid long announcement sections in CU meetings it may be an idea to cycle announcements on OHP/PowerPoint at start or end of meetings. Good communication with all the roles on committee is therefore an essential part of your job if you are to inform the CU of what is happening (not what has happened!).

### **Details, Details**

FIRST, MIDDLE, and LAST

Get all the details down first for the event or weekly meeting.

There is nothing more annoying than a poster of a wonderful event that forgets to say where it will be held or what time it is.

When planning to do a piece of advertising the first thing to do is write down all the details that absolutely must be there.

What's it called?

What will happen?

What day/date?

What time?

Is it fancy dress (or other unusual things that may be required)?

How much does it cost?

Where will it be?

Is it for specific people only?

Contact details?

Etc.....

Once you have got everything down that needs to go on the advert there is at least one more thing to consider.

### **Who are you aiming at?**

The old cliché is "If you don't aim at anyone you'll miss everyone." You need to consider if you are aiming this as a reminder to Christians, a tool for Christians to use in inviting friends, an attention grabber to draw in the crowds, a big splash to raise the profile of the CU, a means to communicate truth, or whatever other purpose you may have. This should drastically effect how you present your information.

Does it need to be flashy and visually appealing, or does it need to be information based?

Is there benefit in using humour, or mystery? Is there benefit in directly quoting the Bible, or perhaps a media personality? How will the advert connect with the target audience?

What balances do you need to strike for the particular audience you are trying to reach?

It maybe help to you to have a template with a standard format of the crest of the CU and all that needs changing is the details, this is especially useful the posters are for weekly meetings.

### **Alternative Advertising**

How many ways can you think of to advertise?

It's great to be creative in the way that you do your publicity.

The famous example is the CU who bought a whole load of cans of baked beans and made CU labels to go on them. They got given out in fresher's week. Posters and fliers are obvious and reliable. T-shirts, e-mail, web site, etc.

Perhaps you could persuade one of your members to be a "Campus Crier" (like a Town Crier but for Uni) if the SU and Uni authorities don't mind. They could dress up and announce the mission events during mission.

### **Having A Go.....**

"Delegation is the name of the game in being part of the publicity team

A good thing to remember is to involve others. There may be people in the CU with great ability, where you just have average ability, or with good ability and more time than you. Don't be afraid to get other people's ideas and input. It's also a wonderful idea to have a team of people to help put up posters around the place, so you don't have to do it all yourself.

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