Promotions Tip Sheet
Effective promotions are essential for successful events and programs.

All promotions at Trinity must comply with the University’s posting policy. Other factors influence methods of promotion. Target audience is the most significant. Do you want to reach just students? the entire Trinity community? or a larger audience? Because people need to hear of an opportunity three to seven different times before acting, promotional efforts should include a variety of components.

Deadlines are usually sooner than expected. Plan accordingly. Notifications should include who, what, where, when. Students say one or two sentences of description can be helpful.

If the target audience is the Trinity community, try some combination of the following:

- **LeeRoy** is a daily listing of events and opportunities at Trinity that is emailed to subscribers and available at trinity.edu/leeroy. A link to a digital submissions form is included in each edition. Submit two weeks in advance of when an item should run.

- **Campus media** commonly includes the Trinitonian and TigerTV, student-run operations. See discussion of KRTU radio below. Email trinitonian@trinity.edu and tigertv@trinity.edu to request editorial coverage, which will be dependent on space availability and editor/producer discretion. Make clear whether you prefer advance coverage (who/what/when so people can decide to attend) or event coverage (reporting about the event afterwards). Make requests at least two weeks before an item should run.

- **Buying advertising** insures your message will run as you wish. Turn-around time is shorter for advertising. Contact trinitonian-adv@trinity.edu (210-999-8555) by noon Tuesday the week of publication.

- **KRTU radio offers public service announcements**. To reach students and a younger demographic, explore Indie Overnight programming at web.krtu.org.

- **Flyers and table tents** can be printed by Digital Print Center or elsewhere on campus. Res Life will post flyers in residence halls. Request permission from departments to post flyers on bulletin boards.

- Student groups can **paint banners** in the basement beneath the Student Involvement suite or have them printed by SI staff. Email getinvolved@trinity.edu for directions to an online banner form. Hang banners in Mabee and Coates University Center on a space-available basis. The bridge above Coates Plaza must be reserved through T-space.

- **Whiteboard calendars** in Student Involvement provide monthly overviews to passersby. Deliver calendar items to getinvolved@trinity.edu before the first of the month.

- **Faculty recommendation/encouragement** can motivate students to attend events. Coordinate with academic departments and with individual faculty members to have events included on a syllabus or in a class discussion. Ask to speak briefly at the beginning of a class.

- **Social media** channels such as Twitter and Facebook build interest in an event or program, much the way word-of-mouth increases awareness. Ask individuals and campus groups to post notices on their respective social media channels. The digital space is saturated with messages. Be creative. Be brief. Be engaging.

- **Coordinate with campus organizations** naturally inclined toward a program or event. Personal appeals are the most effective promotional tool.
Chalking on lower campus is a favorite promotional tool for Trinity students. Reinforce chalk messages with messages elsewhere.

Innovative, unusual, and original promotions always attract attention. Request permission from Student Involvement to do day-of or directional signs, hang notices from trees, or otherwise make a show. Support dynamic notification with comprehensive facts “fixed” at a website, in an advertisement, or elsewhere.

Seek promotional help from University Marketing and Communications. Particularly if an event or program may be of interest to off-campus media, contact marketing@trinity.edu for assistance or guidance.

Give-away items—such as cups, pens, T-shirts—can promote upcoming events. Reserve a table in Coates or Mabee through T-space to distribute both items and information. Similarly, the promise of free items at the event can attract an audience.

Flat-screen “televisions” around campus can be used to promote events with cooperation of the department responsible for the screen. Contact individual departments directly: Bell Center lobby (Seth Asbury or James Hill); Coates University Center, downstairs (Chinyere Stallworth); Library (Academic Technology); Richardson Communications Center (TigerTV@trinity.edu); Mabee Dining Hall (Darlene Rodriguez); residence halls (Amy Lansford).

If the target audience is wider than the Trinity community, promoters may:

- Contribute to KRTU radio for on-air mention of an event. Trinity’s station has a large off-campus listening audience, particularly for its jazz programming. Explore options for non-profit discounts and public service announcements at web.krtu.org.
- Contact other local media. Trinity’s University Communications corresponds with local media for all major events on campus, so coordinate your efforts with University Communications.
- Deliver flyers to local businesses with public bulletin boards.
- Ask relevant organizations and individuals with social media channels to promote your Trinity event or program.
- Ask local relevant organizations with newsletters and websites to include notice of upcoming Trinity events and programs in their outreach.
- For an event to appear on the TU website, it must be submitted through T-space and identified as a “student activity” in the Internal Notes field of T-space. Contact Emily Stumme (estumme@trinity.edu) with questions.
- Purchase advertising for trinitonian.com, which is the online version of the campus newspaper and visited by alumni and parents living in San Antonio. Contact trinitonian-adv@trinity.edu.

For all promotional efforts, be sure the information necessary to act is available in a fixed place such as an advertisement, website, or Facebook page. Augment this notification with other efforts and, when possible, point people to the location of the comprehensive notification.

January 2018