

# Publicity and Outreach

Use publicity and outreach to raise awareness about the Feminist Majority Leadership Alliance, to stir up interest in an issue, or to build a crowd for an event. Greater publicity and outreach results in more people attending meetings and events. Organized publicity and outreach is essential to building an active feminist community on your campus.

## Flyering and Postering

- ❑ Always list the WHO, WHAT, WHEN, and WHERE clearly on posters and flyers.
- ❑ Create highly visible color or laser quality flyers that stand out from other ads on campus .
- ❑ Research university posting policies *before* hanging flyers. Some campuses require stamped approval or a specific kind of tape. Find out when campus staff removes flyers, and plan for a second “cycle” of flyering.
- ❑ Divide sections of the campus among group members to blanket the campus with flyers Locations to flyer:
  - All major academic buildings
  - Computer labs
  - Student Unions and Cafeterias
  - Libraries
  - Women’s Center
  - Cultural Centers
  - Administrative buildings
  - Outdoor surfaces with high student traffic
  - Residence Halls
  - Bathroom stalls and women’s locker rooms
  - Coalition group meetings
  - Related events on campus
  - Progressive book stores
  - Restaurants/bars frequented by students
  - Coffee houses
  - Clubs
  - Gyms
  - Movie theaters
  - Shopping districts
  - Telephone poles
  - Laundromats
  - Bus stops

## Hanging a Banner

Make a large banner to hang in a high traffic area (example, Student Union). Hang the banner in a spot clearly visible from a distance. Request permission to hang the banner several weeks in advance, depending on your school’s regulations. Hang the banner at least a week before your event.

Include funds in the FMLA budget to have the banner made professionally at your school or by a local copy shop. Use large letters, bright colors, and highlight important information. Include your Leadership Alliance’s contact information clearly at the bottom.

## Tabling

Before a major event, table in a high traffic area on campus. While tabling, interact with people passing by. Stand in front of the table, handing out flyers or inviting people to sign petitions. Have event flyers, as well as information about the FMLA and FMF at the table. Include a sign-up sheet for people who want to volunteer for the event or get involved with the FMLA.

### **Public Service Announcements (and other free advertising!)**

Radio stations are required to make public service announcements free of charge, usually twice an hour. Take advantage of this service by contacting your campus and local radio stations to make an announcement.

Most campus newspapers offer announcement space for free. In addition, consider asking the campus paper to print an advance story on the event. Invite them to the event, and encourage them to bring a photographer.

Call local media and tell them about your event. Try to secure any local media coverage ahead of time. For more information on working with press and media, see FMF's press handout and call a Field Representative for strategies to maximize press visibility.

### **Class Announcements**

Have FMLA and Faculty Team members make announcements in classes about an event. Distribute flyers that include event details and contact information. Make announcements to progressive classes and large Intro classes. Pass around a sign-up sheet and make follow-up phone calls to people who sign up. Ask faculty members in relevant departments to offer extra credit to students who attend the event or to make attending the event mandatory for their classes.

### **Email and Listservs**

Email announcements are most effective combined with other publicity and outreach efforts. Send emails to listservs for progressive organizations, women's studies, ethnic studies, and gay and lesbian studies. Keep the email brief.

### **Outreach on Campus**

Outreach to other progressive groups on campus. Inform groups about your upcoming event, and ask them to support the event through co-sponsorship. Coalition and co-sponsorship will draw a more diverse audience representative of many groups. Places to outreach on campus include...

- Other feminist groups
- Women's Center
- Progressive groups
- Student of color organizations
- Lesbian/ Gay/ Bisexual/ Transgender Groups
- Environmental groups
- Women's sports teams
- Community Service organizations
- Student Government
- Sororities
- Faculty Senate/Feminist Faculty
- Dean of Students
- Student Activities Director

**Contact a member of FMF's Campus Team to take action today!**

Created by the Feminist Majority Foundation. For more information, call 1-866-444-FMLA.  
[www.feministcampus.org](http://www.feministcampus.org)