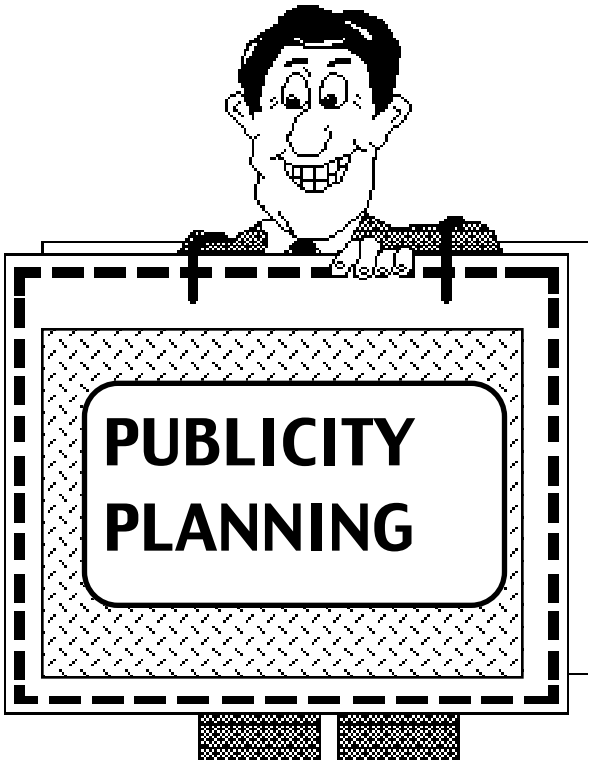
Questions to consider when selecting the proper technique for your publicity:

- Which audiences are you trying to reach?
- How much time do you have?
- Who is available to work and what are their strengths?
- How much will you need to spend on publicity vs. how much you can afford?
- Which technique will accomplish your goal at the lowest cost?
- Which technique is most appropriate for your time constraints?
- Should you use a single technique or several?
- Which techniques have you used recently?



Plan different publicity techniques for different activities...variety keeps our attention !

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ACTIVITIES → / ↓ PUBLICITY TECHNIQUE																							
posters																							
hat signs																							
buttons																							
telephone																							
bulletin board																							
newspaper																							
flyers																							
pennants																							
sandwich board																							
PA																							
sing-a-gram																							
banners																							
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school TV																							