

QUICKTIPS!

(Promotion Checklist)

<u>To Do</u>	<u>Who</u>	<u>Target Date</u>	<u>Date Complete</u>
1. Develop a promotional plan.	_____	_____	_____
2. Request promotional materials from booking agent.	_____	_____	_____
3. Have promotional materials designed and printed.	_____	_____	_____
4. Have posters placed around campus and town.	_____	_____	_____
5. Reserve a time slot for your table tent.	_____	_____	_____
6. Utilize the North Wind student newspaper for ads and stories.	_____	_____	_____
7. Send out Public Service Announcement through the Communications Office (227-2720).	_____	_____	_____
8. Consider TV promotion through Charter Communications (228-9839).	_____	_____	_____
9. Consider radio promotion through local stations.	_____	_____	_____
10. Contact WLUC-TV6 (475-4161) two-three weeks in advance about doing a story the week of your program.	_____	_____	_____
11. Request that your program be promoted on Cable Channel 20 (contact NMU's AV Department, 227-2913).	_____	_____	_____
12. Request that your program be promoted at athletic events via scoreboard and PA announcements (227-1193).	_____	_____	_____
13. Try to develop a few innovative promotional ideas.	_____	_____	_____
14. Submit your event information on NMU's Master Calender	_____	_____	_____