CREATIVE PUBLICITY

There's a saying around the RA world that a program cannot sell itself. It needs help from an imaginative mind to overcome a lack of interest on the part of floor members. The hard part of programming is simply getting people to go. Once they are there they usually will make the most of it. So, you ask yourself, how do I get people there? We've asked Spuds Mackenzie to come speak about his specialty... cute advertising.

(1) **BRIGHT COLORS** posters should be bright baby! I'm talkin neon here, it's always worked for me. Fluorescent markers would be a big plus.

(2) **PROMINENT PLACES** as we say at Anheuser-Busch, don't put a Bud Light bill board up in an alley when you can plant one on Park Avenue. You can make your own correlation to benefit your own res. hall.

(3) **BIG IS BETTER** wouldn't a poster of ole Spuds be more of an eye-catcher than a measly ole postcard?

(4) **ODD SHAPES** hexagons, octagons, and pentagons are unique and therefore more interesting. My personal favorite would be a poster in the shape of a milkbone!

(5) **CATCH PHRASES** humor, familiar sayings, plays on words are all ways of showing your imagination and enthusiasm for the program. This will have a positive impact on floor members. How could anyone resist an irresistible mutt like myself preaching "Party right with Bud Light".

(6) **REFRESHMENTS** nothing is more important to students then quenching their appetites for food and beverage. Pizza and soda is a great way to draw students out of their rooms. If that fails, you might mention that Susan Schwalenberg will be there. According to some of the mens floors, attendance is higher when her name is mentioned.

(7) **DRAGNET INFLUENCE** don't forget to include "just the facts ma'am". Time, date, and place are important. If your program is scheduled for Lassie's doghouse on Valentine's Day at 11:00, make sure your poster says that!!