



Publicity Committee Planning Checklist

Deadline

(from timeline) ✓ Check box when completed

_____ **Publicity opportunities investigated and developed:**
school news
local papers
campus organization newsletters
local television—contacted the program director (human interest story)
state and local associations
other _____

_____ **Materials adapted and copied:**
competition announcement
sign-up sheet for preliminary round
sign-up sheet for final round
announcement of awards program

_____ **Promotional materials posted and distributed:**
poster provided by national office
video shown to classes
preliminary round announcement
sign-up sheet for preliminary round
sign-up sheet for final round
announcement of awards program

_____ **Fundraiser promoted:**
obtained details from finance committee
promotional posters developed and copied

_____ **Faculty meeting addressed:**
date and time confirmed
brochures, video from of previous winner for presentation
other materials copied (e.g., announcements)
presenters confirmed

_____ **Winners publicized:**
school news
local papers
campus organization newsletters
local television—contacted the program director (human interest story)
other _____