

Notes on Advertising Public Forums

The following is a list of possible advertising avenues. Identify what works for your community and assign tasks ahead of time. Brainstorm together lists of organizations / individuals to contact.

Four Weeks Out:

- Pull together media lists (check local Chamber of Commerce or www.vermontpartners.org for pre-existing). Remember to advertise both where people live and where they work.
- Investigate options for hanging banners (e.g. Pepsi Banners)
- Set up visits with community groups to talk about project
- Send short write ups to organizations with newsletters
- Press releases to monthly publications or to set up feature articles
- Arrange presence at previously scheduled events (e.g. Town Meeting)
- Set up recording for Cable Access and local radio shows (see notes on airing below)
- Find someone to design poster
- Look for shared mailings to send notices (e.g. water bills, bank receipts, electric bills)
- Approach organizations that might be partners in advertising

Three Weeks Out:

- Save the date notices (especially to e-mail lists & organizations that communicate regularly with members through e-mail or newsletters)
- Letters sent (if applicable)
- Posting on all Community Calendars
- Visits to community groups
- Poster to printing (if professionally printed)
- Send announcements to radio PSAs
- Find sandwich boards to use in last week. Ask for permission to put on marquees (e.g. schools, churches, theaters, etc.)

Two Weeks Out:

- Phone calls to individuals who would be interested – should include all backgrounds (people should have already heard about the meeting via other outlets as well)
- Save the date notice to student groups
- Press releases to weekly publications
- Contact locations that could hand out flyers (libraries work well)
- Create a simple, small flyer version of the poster

One Week Out:

- Posters up
- Flyers distributed
- Banners up
- Reminders to all lists that received save the date notices
- Advertisements in papers (in addition to Community Calendar announcements)
- Press releases to daily publications
- Radio shows the morning-of
- Sandwich Boards / School Signs placed out