

PUBLICITY PLAN FOR PERFORMANCE-BASED FOCUS GRANT PROJECTS

There are many ways to promote your performance or event, but the following are the minimum requirements for Focus Grants. Each project is different, so talk with your advisor, budget for promotion expenses, and check with Letitia Kenemer if you have funding questions.

The date, time, and location of your event should be confirmed two months in advance.

GENERAL PROMOTION INFORMATION

The following information is due 4-6 weeks before the event. It should be emailed to Letitia or the designated Focus Grant Committee member.

- Day, date, time, and location of your performance
- Title of your performance
- Student(s) involved in the production
- A photo of you or your performance
- A one-sentence summary of your performance
- A one-paragraph summary of your performance
- A 30 second video for social media (please upload this last one to your CyBox)

REQUIRED PROMOTIONAL MATERIALS

Posters

You must provide a poster promoting your event or performance to be distributed on campus via the [Memorial Union Flyer Distribution service](#). You will not be charged to use the distribution service but you should budget for the cost of printing your posters. Posters must be full color but can be 8.5" x 11" or 11" x 17" depending on your budget. 250 copies of your poster are needed for distribution. You may choose to print additional copies to distribute off campus or for other purposes. You are not required to use ISU Printing Services—you can use your Focus Grant p-card to pay for printing anywhere you would like.

You can design the poster yourself or, given enough lead time, you can [submit a request to MU Graphics](#) to design the poster for you. MU Graphics needs at least 2 weeks of design time prior to the date you would like to have the first draft of your poster.

Please review the policies on the Flyer Distribution service website for design information. In addition, posters for Focus Grant events or performances must include:

- Title of your performance
- Day, date, time, and location of your performance
- A summary/description of the event
- Focus Logo

Other information can be included but the above items are required. Poster designs must be approved by Letitia Kenemer before printing. If not, the printing costs may be charged back to your U-Bill.

Printed Programs

If you plan to have a printed program at your event, the same information required for the poster must be included in this publication.

Press Release

Your press release is due at least 3 weeks before the event and may be e-mailed to Letitia Kenemer who will send it to our central Iowa media list.

You can find some [helpful tips for writing press releases here](#).

Digital Graphics

A PNG of the poster will be created for students to send to their friends and family. It would be a good idea to e-mail the Focus Grant committee members directly. The list of members is on the website.

A digital image will be created and displayed on the screens in the Memorial Union leading up to the event. The MU may also post on Instagram or other social media.

If you are working with MU Graphics to design your poster, you can also request that they create the associated digital graphics. If you are designing the poster yourself you will need to create the digital graphics as well. Please [refer to the MU Marketing website for specs](#) for size, format, etc.

OPTIONAL PROMOTIONAL MATERIALS

In addition to the required promotional materials, you may choose to advertise your event or performance in other ways. The [MU offers some additional resources](#) but you may also

take advantage of departmental or community resources. Be sure to budget for any costs related to optional marketing.

PUBLICITY PLAN DUE DATES

Use the template below to create the timeline for your publicity plan. We recommend working backward from your event or performance date to ensure you have enough time to create your publicity materials, have them reviewed, and distribute them. If any of the items below do not apply to your project, please enter n/a in the due date column. If possible, add these dates to the Timeline section of your Focus proposal.

Date of Your Event or Performance:

Promotional Material	Required Timeline	Proposed Due Date
Overall publicity plan	At least 6 weeks prior to event	
General promotion information	4-6 weeks prior to event	
Poster information to MU Graphics (if using)	6 weeks prior to distribution date	
First draft of poster design	4 weeks prior to distribution date	
Final poster design approved		
Posters delivered to Student Engagement	Friday prior to your distribution date by 5 pm	
Poster distribution date	At least two full weeks prior to your event (must be a Monday)	
Digital poster emailed to friends, family, and Focus committee members		
Final printed program design for review	2 weeks prior to your event	
Press release	3 weeks prior to your event	
Digital graphics	Same as poster distribution date	

