

Speaking of Books... Conversations with Campus Authors
Publicity Ideas for Your Faculty Author Events

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Create a recognizable brand: Create colorful, eye-catching flyers. Pick a memorable name for your series and use the same color scheme or logo for all of your events to bring in “repeat business.”

Choose a book that is timely and/or of interest to a wide variety of your university’s students and faculty.

Contact the publisher for a high-quality color image of the book cover to use in flyers/posters/Web sites

Advertise on your library Web site, calendar of events, and in your library newsletter

Look for existing campus publicity outlets, e.g.:

calendar of campus events

student newspaper(s)

faculty or departmental newsletters

campus radio or television stations

other campus publicity ideas:

Ask your speaker to invite her colleagues and students

Ask subject librarians to invite faculty and students in their departments

Ask other library employees to invite friends and co-workers

Contact professors teaching related courses and ask them to invite their students (or assign it as extra credit!)

Contact related student groups and ask them to invite their members

Look for opportunities to collaborate, e.g.:

Library development office

campus development office

Other campus publicity coordinators—student union, student groups liaison, etc.

Transportation services office—advertise on campus buses or bus stops?

Other collaborator ideas:

Think outside of campus, e.g.:

local media (community newspapers, public radio, “Arts & Culture” section of major newspapers)

local organizations—associations, clubs, societies, etc.

post flyers in other “high-traffic” areas—grocery stores, community centers, public libraries, etc.

other off-campus ideas:

