

men ending rape.

Tips for Publicizing “She Fears You” for Campus Hosts

Please review these preparation suggestions to ensure the success of the program. The flyers and posters are a critical component to my presentation. Indeed, it is the posters that spark the conversations necessary for a successful program. Accordingly, I submit the following guidelines that will assist the success of the workshop.

- Be sure to include the date, time, and location of the campus presentation at the bottom of the flyers. Be sure to check and re-check that this information is correct before making copies. At times it is necessary to include campus sponsors on these flyers, but these are designed for simplicity and over cluttering can diminish their impact.
- Post the flyers like crazy! Be cautious of policies governing the placement of flyers in public areas, but post the flyers anywhere students frequent. Residence halls, student unions, bathrooms, workout areas, along walkways, light posts, classroom buildings, locker rooms, and dining halls all have provided great locations.
- Gather a group of students who will be responsible for re-posting the flyers that get torn down or taken for personal use. PLEASE collect and keep any flyers with graffiti. Such flyers make good points during the presentation. You may want to request the assistance of other residence hall staff members for this step.
- Start posting approximately a week prior to the workshops. Hype the program however you think will get the students there, but sometimes just sitting back and letting the hype build itself is the best way to gather an audience. Always be aware of the opportunities to start word-of-mouth support for the program. Students sell the workshop best to other students.
- Encourage those who are angered by the flyers to attend and challenge the speaker (they should be angry ... that is one of my biggest points).
- When copying additional flyers, please use only white or drab colors (tan or gray). I have found that colored paper is not read as frequently as white or drab colors, which seem to work well with the flyer design.
- Always re-post on the two days prior to the event. This is often best timed after the typical weekend tear-downs.

I have copied as many as 300 flyers prior to a program in one residence hall, but I am sure you have a good idea of what will be an effective number for your campus. I again encourage you to go for overkill with the flyers. If you feel comfortable with the number of flyers you have copied, add an additional 25% just to be safe. Always replenish those that have been torn down; this is an absolutely crucial step. Please do not hesitate to contact me with any further questions.

Sincerely,

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