Effective publicity is the best way to promote your organization and its programs and special events. Giving your publications a professional look isn’t as difficult as you might think. Simple graphic art techniques are easy to learn and may add the extra pizzazz your material needs to get noticed.

**Computers**

Many computer labs on campus have desktop publishing programs which can be used for making posters, ads for newspapers and magazines, and banners. Even the most simple word processing programs allow for some page layout options and flexibility.

Chances are good that at least one person in your organization will be familiar with one of these programs. If not, the little extra time it takes to learn the basics will be well worth it for your organization in the long run.

For the most professional look, you will want to print your publication on a laser printer. If you don’t have access to a laser printer, many copy shops will let you use theirs for a small fee.

**Bigger projects**

If you’re working on a large project, like a banner, make use of the Poster Maker machine in the Creation Station at Student Involvement (200 Nebraska Union). This machine allows you to take any 8 ½ x 11 inch paper and blow it up to a large banner size. Another great resource on campus is the educational center in the Teacher’s College.

Remember, the time you spend (or don’t spend) on your publicity can make a big difference in the success of your organization. Put in a little extra time. It will be worth it!