
CREATING PUBLICITY MATERIALS

Making Signs and Banners:

1. Signs should present one thought simply, clearly and legibly. Avoid rhetoric.
2. Use cardboard or firm backing and **WATERPROOF LETTERING**. Black lettering is best. **REMEMBER** that red, orange, yellow and light blue will not show up on TV.
3. Put care into making signs and banners. Care in lettering, spacing and size will make a difference in the value of the sign or banner. A few well-made ones will have more positive impact than many sloppy ones.
4. Banners should express the main message. A large banner can enhance the visual impact of your group's presence.
5. Cut u-shaped wind slots in large banners. Attaching poles to each end makes marching or vigiling with the banner easier.

Preparing Leaflets:

1. Clearly think through the **FOCUS** of the leaflet before beginning to write. To what kind of audience is it directed? What are the purposes of the leaflet? Is it for one occasion or general use?
2. Use simple language and limit the **AMOUNT OF INFORMATION** included. Quality is much more important than quantity. People generally won't read a lengthy leaflet. Make your point in a half page whenever possible.
3. Check **FACTS** thoroughly and use them carefully.
4. Take care for the **TONE**, which often communicates as much as the text. What emotional effect do your words carry? (e.g. polite, annoying, dramatic, straight, low-key, threatening, arousing guilt, etc.)
5. **DESIGN** it carefully. Arrange the content for simplicity and clarity. Use bullets, numbers, etc. to make main points visible at a glance. Use graphics and visual images. Keep in mind various folding possibilities. Avoid handing out cumbersome 8 1/2" x 11" open leaflets whenever possible.
6. Always identify the **SPONSORING GROUP(s)** on the leaflet. Include "For more information, contact:"

Creating Symbols and Props:

1. **BE CREATIVE!** Include visual symbols that attract attention and give focus to your public witness.
2. Keep materials for props as light weight as possible. (i.e. a wooden coffin becomes very heavy to carry on a march.)
3. Plan for the safe use and clean up of props and symbols. (i.e. appropriate containers for burning tax forms, soap and water for cleaning "blood-stained" hands, etc.)
4. Try to involve action participants in using the symbols or props. (i.e. planting crosses, placing flowers, lighting candles, tying ribbons, etc.)