

# THE *UPDATED* GORILLA GUIDE



MARKETING YOUR CLASS OR  
PROGRAM AT UNM-LOS ALAMOS

# MEET THE COMMUNICATIONS AND MARKETING SERVICES DEPARTMENT AT UNM-LA

Greetings UNM-Los Alamos faculty. I'm Bonnie Gordon. My department, formerly Public Affairs, and now Communications and Marketing Services, exists to promote UNM-LA. This includes helping the faculty promote their classes, programs and events.

Since we have a lot of classes and only one person in my department, I want to give you some tips on how to do it yourself. That's the purpose of this short guide. It's divided into three parts. First, I'm going to talk about marketing outside the box or "guerilla marketing." This includes using the Internet to market your class. Then, I'll discuss how to create a flyer that works. Finally I'll talk about how to work with the media. I hope this helps you to promote your classes.

Don't forget, I'm here to help as much as I can. If I don't know about your class, I can't put it in Stall News or on the website or even tell anyone about it. Keep in touch with me. **My phone number is 661-4691. My e-mail address is [bjgordon@unm.edu](mailto:bjgordon@unm.edu). My office is located in Building One, Room 109.**

I love to talk about communications and marketing. Stop in and visit with me. Share your ideas! I need you to let me know your news. This is a free way to get the word out about your classes, programs and events. I also love to get news about our faculty. Have you received an award or written a book? I want to know! Don't think I'll necessarily search you out. The squeaky wheels are already in my office. Come to me! If your class is doing something photogenic, tell me so I can get a picture. **Do not be shy. If you want me to write a story about your class, put it on the website or make you a flyer, you need to ask me.**

*Bonnie*

# WRITING ON THE WALLS

The buzz about “Guerilla Marketing” began about 10 years ago. Marketers, influenced by the Internet, began to look at new techniques to reach out to their audiences more directly. The same old ways still work, but there are ways of reaching people that were not part of traditional marketing strategies. Some guerrilla marketers actually did get out their spray cans and write on underpasses, but most of us just started thinking about how people actually receive information and what it is that convinces them to do what we want them to do, i.e. buy our product. In our case, this means come to UNM-LA.

## Word of mouth-Use it!

No amount of snazzy ads will convince someone to do something as effectively as hearing about it from someone they know and trust. This person might be a friend or neighbor. They might be a boss or a teacher. Don’t be shy. Use your contacts. Share contacts that might help all of UNM-LA or a particular department. What guerilla marketing is really all about, is thinking of clever ideas to get out our message—**SHARE**. I want your ideas. Now I’ll paint some ideas on our wall.

## Your Students

Do your students tell you you’re a great teacher? When they do, don’t be shy about asking them to spread the word. Trust me, this works. A great recommendation from someone who knows can’t be beat. Ask them to put out the word to their Facebook friends as well as in person. (More on this on the next page.)

## Your Colleagues

Most of us know, or can get to know, people in our field that could help us a lot. High school teachers can direct their students to UNM-LA, both for now and for after they graduate. A call to the high school teachers in your field is more effective than a call from my office, because you are a colleague. Colleagues who aren’t teachers also know students who want to enter your field. Let them know about your great class or program that could be perfect for their friend or work-mate.

Do you belong to a professional group or organization that could help you get the word out about your class? Zip off an e-mail to the folks on your e-mail list, Do The Wednesday Knitters know you’re teaching Argyle Socks this semester? Let your group at LANL know that you’re teaching a class in C++ for the Befuddled. This is applicable to any kind of class.

## Your friends and neighbors

These people will be highly sympathetic to your desire to make a living. Let them help you. Let them know you’re teaching these particular classes and ask them to tell anyone they know who might be interested. This means those people at Rotary or church too.

# THE INTERNET

## Our Website

Your classes could be featured on the home page of our website, [www.la.unm.la.com](http://www.la.unm.la.com). I change the stories regularly and stories about classes, programs and events form most of the content. I also like to feature stories about the doings of our staff and faculty. Please let me know what you're up to. We also feature classes in the "Cool Classes" section of website. I'd like to begin including staff, faculty and student profiles on our web page. If you'd like to volunteer, let me know.

Teachers can have their own web pages linked to our site. If you need help creating a page, just ask me. If you have ideas that would improve our site or notice something wrong on the website, like a bad phone number, please let me know. I am our webmaster.

## Our Facebook page

Please join us on Facebook. Follow the link on the UNM-LA home page. Don't be scared. If you don't want to put your info out there, you don't have to. You do need to create a page in order to participate, but you don't have to populate it with much info. You can even make up a name. Once you do this, you can become a fan of our page. **Why is this important? You can post on our page! You can post a blurb about your class, event etc. You can find out what is happening at UNM-LA by way of events, etc.** Why ELSE is it important? You can see what your students are thinking, share your ideas with the UNM-LA community and help us get the word out about UNM-LA. When you join our page, your Facebook friends are made aware of it. When you post to our page, our network receives the post on their Facebook pages. Recommend our page to your friends! The more people who become our friends, the more buzz we create on Facebook. Encourage your students to join us on Facebook. Facebook can help us create a sense of community here at UNM-LA as well as help us advertise the campus.

## Websites, blogs, Twitter and Facebook pages

Encourage everyone you know to put your class or program out there on the Internet. Ask people to mention your class (and UNM-LA in general). Provide them with a link to our website. Put your class on your own pages and sites. The Internet provides a great "word of mouth" way to get the word out and since individuals, rather than the PR department of UNM-LA, are providing the information, their contacts trust and value the information. Also, because you are directing your information toward the people who are most likely to be interested, they are less likely to tune it out.

## E-mail blasts

E-mail your contacts about your class program or event! You can implant pictures and graphics in your e-mail. Use a fancy font. Use a picture. If you don't know how to make your e-mail program do this, ask me to show you sometime. You probably have the e-mail addresses of your former students. Let them know you are teaching another great class this semester.


# PICTURES AND WORDS

## HOW TO MAKE A FLYER

### Get the picture

There are many sources for graphics. Free clip art and photos are available on the Internet. Just Google free pictures or free clip art. I have clip art books in my office you can use. Stock photo sites sell pictures and graphic images for a few dollars each. You can scan any graphic and it becomes available on your computer.

For your flyer, you need a resolution of at least 150 DPI minimum in a photo. Line art (vector graphics) can be any size. Don't worry if you don't know what I'm talking about. Just print it once and if it's turned into a fuzz ball, discard it and get a different graphic. Most pictures on the Web are JPEGS or GIFFS, which are photos, even if they look like drawings.. If you make a small photo into a large one you get a fuzz ball. Most images on the web are low resolution and will not work in print. Some large images are also on the Internet and will work. Many images on the Internet are copyrighted. Be careful. UNM-LA could be held at fault for your illicit use a copyrighted image since our logo will be on the flyer. Pass your flyer by me if you're unsure.

 I'm Teaching Japanese at UNM-LA

Both the image and the words are fonts, believe it or not. There are lots of free fonts on the Internet. Just Google free fonts for sites. Some fonts are little pictures, such as Mini Pics. These are called glyphs and some perfectly normal fonts even have them. Fun fonts add graphic elements to a flyer that is mostly words. This is a good way to get some graphic elements into a small space without resorting to stick men or 60 point type.

### Get the logo

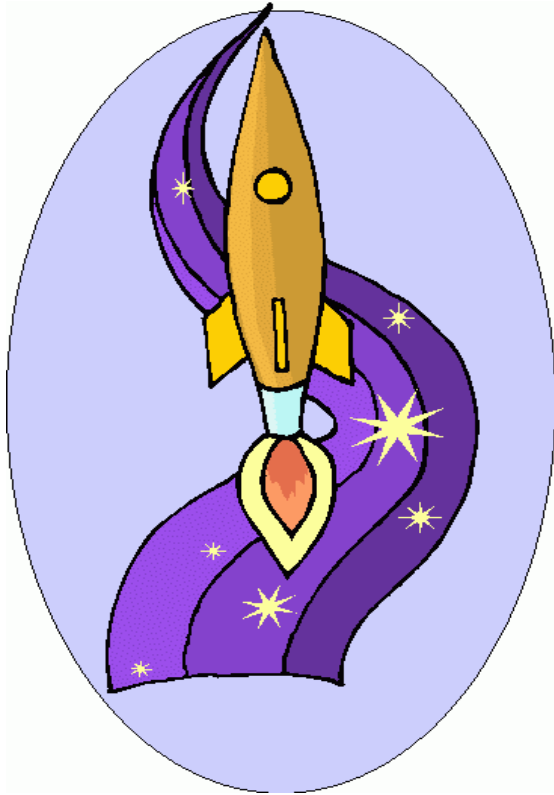
Please put our logo on your flyer about a UNM-LA activity. Go to [http://www.unm.edu/~market/UNM\\_Branch\\_logos.html](http://www.unm.edu/~market/UNM_Branch_logos.html) to get the logo. Download the UNM-LA logo in the color of your choice. This image is a JPEG photo. If you want some other kind of file, you can also get it here, but make sure you know what to do with it (i.e. do you HAVE Adobe Illustrator to open the logo in that program?) Anyone can use a JPEG if they have an image viewer of some type, even a web browser. If you are baffled, just ask me to e-mail you a logo.

### Get the words

Yes, you have the “who, what, when, and where,” but do you have the WHY? You don't want too many words, but you may want a few about why students should take the class or join the program. You also need the call number, the class number and class name so people can sign up for a class. You need to tell them how to sign up (visit the UNM-LA website ([www.la.unm.edu](http://www.la.unm.edu))). The phone numbers Community Education or Student Services are also good. You can also include who to call or e-mail for more information about the class itself.

### Get with the program

Making flyers in Photoshop or Publisher is fun, but if you only have Microsoft Word, you can still make a flyer, even if you haven't tried this before. Turn the page and see two flyers done in Word in a few minutes. I'm sure you can do better! Here are couple of flyer tips. Try colored paper if your flyer needs to be printed in black and white. Try legal size paper. Use landscape rather than portrait layout sometimes. Use anything you can think of to make your flyer stand out.



Blast off with

**Beginning**

**Rocket**

**Science**

Course #43306 (RS 101)

At UNM-Los Alamos

Classes start Aug 6

Meets Tuesdays from 1-3 p.m.

Visit [www.la.unm.edu](http://www.la.unm.edu) to register

Or call 662-0332.

This class will introduce basic rocketry concepts. Physics 101 or permission of the instructor is pre-requisite.

Call the instructor,

**Dr. Roger Ramjet**

at 662-0080 for more info about the class

WHAT PART OF

$$Q_{emit} = \epsilon \sigma A_s T_s^4$$

DON'T YOU UNDERSTAND?

Feeling ~~Left~~  ~~ut~~?

TAKE PHYSICS 101  
AND LEARN

*The Secrets of the Universe*

COURSE #43306 (PHS 101)  
AT UNM-LOS ALAMOS  
CLASSES START AUG 6  
MEETS TUESDAYS FROM 1-3 P.M.  
VISIT [WWW.LA.UNM.EDU](http://WWW.LA.UNM.EDU) TO REGISTER  
OR CALL 662-0332.

CALL THE INSTRUCTOR,

*Dr. Roger Ramjet*

AT 662-0080 FOR MORE INFO ABOUT THE CLASS

 UNM LOS ALAMOS

# OUR FRIENDS IN THE MEDIA

## Press releases and stories

Press releases let the media know what you want them to tell everyone else. **They need a CONTACT NAME and a phone number and an email address at the top of the page, so the media outlet can get in touch with you.** If you're writing about someone else and have their permission, you might include their contact information too. Don't forget who, what, when, where and especially WHY. Why should I care about this is especially important in the case of a press release which is trying to convince someone to do something, like come to an event or take a class. Make it interesting.

Newspapers are, for the most part, produced in past tense. Use past tense in your press release. Magazines use present tense. Radio and TV don't care. Don't use adjectives like "fabulous" in a press release. Be descriptive, not gushy. Use at least one quote from someone if you can. Feel free to quote yourself in a press release. Don't use the first person or the second person ("you" should take this class). Use third person. Send a picture if you have a good one. A head shot of a person, like you, the teacher, is fine. An action shot is better. Do not send pictures you do not have permission to use.

Newspapers use something called AP Style, which is a bunch of rules for how things should appear in newspapers, such as p.m. not pm. If you want me to, I'll check out your piece for AP style, take a picture of you, correct your spelling or help you write. I'll also send out your release to my media network if you ask me to. Press releases should be e-mailed in this day and age. Follow up with a phone call if you can.

Stories are generally longer than press releases. The Los Alamos Monitor, the Los Alamos paper, will publish stories you send in, if they are in newspaper style and well-written. For stories, include your name in the form "By Bonnie Gordon" after the title to receive a by-line. Larger papers usually want a reporter to get the by-line and even if it's just your press release in the paper, they will call it a "staff report." Don't quote yourself in a story if you want a by-line.

Where do you send your press release? Look on the Internet. Things can always be sent to the editor, the news editor, or the arts editor, but they can also be sent to reporters who cover the things you are writing about, for example education. Follow up with a phone call a few days after you send your release.

**Yes, I will write a press release or story for you, but you need to ask me! Do not wait until the week before the class begins.**

## TV, radio, and talking to the press

When you send radio and TV stations a press release, they may read it on the air, or they may read part of it, or they may call you for an interview. Newspapers may also call you for an interview. If someone calls you about something at all dicey, refer them to my office. Hopefully they're calling to give us great press about a program, event or class. If you sent them something, be prepared for a call. Don't ask to read what they are going to write. This makes reporters mad and you don't get what you want from mad reporters. With TV or radio, they may want to tape you. Don't be scared. They will edit out any horrible glitches. If you're speaking live in a studio, just come with your notes. If they ask you something you don't know, come clean. "Gosh Frank, I just don't remember how much money we raised in the last 20 years. This year we raised \$65,000. If a listener wants that information, they can call me at 661-4691 and I'll have it for them." Or something like that. If you don't want to give them the info because you don't want them to know, don't say, "no comment." Tell them you don't know. don't have the information or are not at liberty to release it.

There are many opportunities to get your message out locally on the radio and on local public television. Radio talk shows, especially at small stations, needs guests. If you would like to talk, call me and I can set it up. We do a monthly show on the Los Alamos radio station KRSN and I'm always looking for guests.