

Printed Material *How-to Guide*

Things to consider when creating printed materials

- Who are you addressing? Some audiences (limited-English, illiteracy, etc.) have special needs that must be considered.
- What information do you want to get out to the public?
- Which printed item would work best? There are posters, flyers, brochures, fact sheets, etc. depending on who you are addressing and what needs to be communicated.
- How many of the items will need to be printed and can you afford to copy/print them?

What should the printed materials include?

When creating materials to mass printed:

- **Know who the target audience is.** This will help you know the best way to reach this population (i.e. where to place the printed items, etc.).
- **Know what the public's perception of the event is.** This will allow you to address fears and rumors.
- **Stay "on the message."** Use the printed materials to reinforce your message.
- **Keep the message simple.** Don't use jargon or technical terms the public will not understand. Stick with general facts and do not put times or dates on the printed material, so that you can use it over and over as the event progresses. Sometimes, putting time-sensitive information on printed materials is necessary; however, do so sparingly.
- **Make sure information on printed material is confirmed.**

How should I distribute printed materials?

There are several ways:

- By email. However, most publications, especially newspapers, use Mac computers. So, when emailing them copy it and paste it directly into the body of the email. This will ensure they get it and can use it.
- Fax it.
- Hand-deliver the printed material.

Where should I distribute printed material?

Depending on whether it is a brochure or poster will dictate where to place the printed materials. Brochures will be used more sparingly than posters, flyer or fact sheets. Some places where printed materials may be placed include, but are not limited to:

- Publications,
- Schools,
- Churches,
- Doctors' offices and hospitals,
- Businesses (such as grocery stores, restaurants and motels/hotels,
- Stadiums or other sporting facilities, and
- Local hangouts (coffee shops, convenient stores, etc).