

Whether you are a newbie to the realm of Student Government or you are the President of your council for 4 years now (is that even possible?), if you want to pick up some pointers on how the system works, you've come to the right place. Below you can find tutorials on Publicity, Meeting Skills, Parliamentary Procedure, and other such SGA necessities.

Publicity for Everyone!

Tips for Successful Publicity

Announcements:

- Catchy phrase or theme
- Creative Language
- Informative
- *Who?*
- *What?*
- *When?*
- *Where?*
- *How and Why?*

Banners:

- Neat and Organized
- Catchy phrase or theme
- Creative Language
- Words positioned to convey a message/idea/picture
- Glitter
- Pictures
- Bright, vivid colors

Publicize It Right!

After a project is approved, make a list of ways to publicize it. The following three ways are great examples on how to spread the necessary information quickly:

Announcements: morning announcement and weekly bulletin

Flyers: one for posting around the school and one for the teacher and club mailboxes

Banners: one student council regulation size banner [Make sure that all of your publications are approved prior to their usage.]

ANNOUNCEMENTS

Be creative and to the point

A good opener will insure that your announcement will be listened to

Include all important information

FLYERS

Always use bold and bright lettering

Include all important information clearly

When putting up flyers, place them where other clubs put their banners

Put up more than one banner at each spot

Hot spots!

BANNERS

Always plan out your banners before you paint
Use clear and bold lettering

DON'T FORGET!

Unpopularized sporting events
Fundraisers
Pep Rallies

Writing and Producing Announcements

Hot Tips:

- Use a catch phrase or theme
- Keep your message brief (15-30 seconds)
- Mention:
 - *Who*
 - *What*
 - *When*
 - *Where*
 - *Why and How (if essential to the activity)*
- Use a character voice to give your announcement a professional touch: "*A famous person says...*"
- Try using sound effects or catchy background music

SAMPLE ANNOUNCEMENT

Event Information:Sample:

- After-game dance
- Rival Team game
- October 31
- 9:00 pm-midnight
- School cafeteria
- Sponsored by the Junior Class

You're too old for Trick-or-Treating, but that doesn't mean you have to stay home on Friday! After we stomp the **JHS Rams** on **October 31st**, don't forget to head for the **cafeteria**. Join all us creepy creepers at the **after-game dance** and howl from **9 pm 'til the witching hour of midnight**. This ghoulish occasion is sponsored by the junior class and the cost is a mere treat: \$3.00 with costume and \$4.00 without. So, come *booooo*gie the night away. We'll have a howling good time.