



Advertising Handbook

Kenneth S. Norris Center of Natural History

University of California, Santa Cruz

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Introduction

The purpose of this handbook is to serve as a tool for students, faculty, staff, and community members of the Kenneth S. Norris Center for Natural History. This handbook features a variety of overarching themes and topics related to advertising, as well as provides detail regarding specific communication skills. There are also direct resources such as books, podcasts, people to contact, and more. Anyone who is looking to find out more information on how to effectively tell people about the Norris Center would benefit from reading this resource. It was created by me, Luba Kaplanskaya, over the span of the 2018-2019 school year as I worked for the Norris Center as the outreach coordinator under the Chancellor's Undergraduate Internship Program. Public speaking and effectively communicating are some of my biggest passions and joy in life, so I hope that this information will improve your skills.

1. What is advertising? How do you effectively advertise?

Advertising is a way to market and sell products or ideas. Selling a product can result in tangible gains, such as financial profit. Marketing for a non-profit group, such as at the Ken Norris Center, often does not result in tangible profits that can be used to measure success. You can track how many people enter the Norris Center and sign in, but it won't necessarily correlate to your advertising efforts. You should think of yourself as a brand ambassador. Become the face of the Norris Center, someone who embodies the positive benefits of participating in the Norris Center and being involved.

The goal of advertising for the Norris Center is to increase the number of people and the diversity of people using the Norris Center resources, in addition to participating in our activities.

The fundamental basis for successful advertising is **to genuinely care about the product/group that you are marketing to someone.** Genuinely caring about what you are advertising to people will not only make your job significantly easier, but it will come across as more authentic to people.

Hopefully if you're doing this job, you love the Norris Center. What do you love about the Norris Center exactly? Is it the abundance of specimens that are fascinating to learn about? Is it the comfortable space with couches, microwave, and a welcoming community? Is it the books, the loan of gear for research, the

scholarships/fellowship opportunities, internship opportunities, natural history field quarter, etc? It can be some or all of these things, but what exactly do **you** utilize from the Norris Center? There are tons of places on campus for students to spend their time, but what exactly about the Norris Center makes it a place that other students should invest some of their valuable time. These are things that you should consider when advertising for the Norris Center. People are more likely to use a product or service when the creators of that product vouch for it by using it themselves. Talking about specifically what excites you the most about the Norris Center will make it easier for you to convince someone to come check out the Norris Center.

Step one: Find out exactly what you love about the Norris Center. Use these points when you're talking to people.

Step two: Explore any and all opportunities that you can find to talk to people. There are easier places to talk to people and more complicated ways. I always try to talk to people:

- In my classes
- At the bus stop
- On the bus
- At the dining hall
- In my living spaces
- To my friends and friends of friends
- Really anyone that you meet, anywhere. Strike up a conversation!

Step three: Draft your elevator pitch (found under interpersonal communication below) and **just talk to people**. Talk to everyone that you meet about what the Norris Center does, why you care about it, and why they would benefit.

2. Interpersonal Communication

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal communication. It's face-to-face communication.

Verbal communication

You won't become a natural effective communicator overnight. Communication, advertising, and public speaking are skills that need to be practiced. Think of these skills as your muscles that will only get bigger by going to the gym. Without knowing how to effectively talk about a product or idea, you won't be able to get anyone's attention to listen to what you have to say.

Tips for improving communication and public speaking:

- Practice talking to people at every opportunity that you can, anywhere that you go. The more you engage in spontaneous conversation with people that you don't know, the more comfortable you'll get in doing so.
- Take improvisational comedy classes if you can (usually offered through UCSC with Bob Giges in Fall and Winter quarters).

- [Attend a toastmaster meeting:](#) Toastmasters is an international non-profit that focuses on helping people get past their fear of public speaking and learn to effectively deliver talks.
- Use apps or other virtual reality tools to practice speaking into a device that will give you feedback on your enunciation and some programs can even make it look like there is an audience. New technology is constantly coming out so just search “public speaking” or a similar keyword in the app store.

Overall, people enjoy talking to people who feel confident. You will feel confident once you’ve invested time into practicing spontaneous conversation with different types of people. Confidence can be worked on and improved, it is not something that people are just born with.

The elevator pitch

The elevator pitch is something that is quite literally sometimes used in an elevator when you’re meeting a high status or important person who could significantly help your career/life. You have about 30 seconds, or the amount of time it takes to ride in an elevator, to sell them who you are or your idea so that they care about what you have to say and try to connect with you. You need to have an elevator pitch about the Norris Center. If you’re having a 1 on 1 meeting with someone or getting interviewed for an hour on KZSC, you can go into great depths and details about the Norris Center. But usually, if you’re tabling or meeting someone briefly, you have very little time to get your point across. Here is an example of my elevator pitch:

The Norris Center is a FREE museum of natural history right here on campus in Natural Sciences 2, located diagonally from the S&E library in room 239. We have over 120,000 specimens of birds, mammals, reptiles, plants, insects and more. You probably have never seen some of these animals in such detail up close. Come by to see an owl up close and personal, borrow field gear and books for free, find out about the scholarships that we offer, or just have a pleasant space to study in. It's a completely free resource and UCSC's own natural history museum.

Notes on my elevator pitch: I would do this standing tall with my head up, not mumbling, speaking clearly. I would put an emphasis on words such as free, 120,000, and scholarships. I would be smiling and use my hands for emphasis as well. I would make it seem as if I'm so excited to talk to this person about the Norris Center and that I truly think that they would benefit from this resource.

3. Public advertising: who to contact

There are a wide range of resources both on and off campus departments and organizations, as well as people that are necessary connections to reach out to when trying to advertise. I didn't add links here because websites and information are constantly changing so any of these people/organization contacts can be found under a minute by googling the subject with the word contact. For example: google "recreation department ucsc contact" to get the email or phone number of people working at the Recreation Department.

Note: to find any specific person's email address, you can look them up in the [UCSC directory](#) simply by searching their name.

Here is a list and descriptions below:

- ENVS and EEB faculty and staff. Look at the current list of ENVS faculty and staff online. Emailing faculty and staff of these departments to ask them if you can make an announcement in their class is a great idea.
 - If there is another relevant department, email them too. If what your advertising is, for example, art related, consider emailing faculty/staff from the Art and HAVC departments
- Tuesday Newsday: Norris Center event coming up? Submit a form for UCSC's Tuesday Newsday (weekly digest of events and the scoop of Santa Cruz that gets sent out to 15,000+ emails).
- UCSC Recreation Department: the Rec and the Norris Center have a close relationship and the Rec will gladly send out a mass email to all of their student staff regarding a Norris Center event.
- KZSC: KZSC does tons of shows and interviews with students or general people in the community. One example of a KZSC show that I was interviewed on is called "Talk." It's from 7-8pm on Wednesdays. Reach out to students working there and ask them if you could go on KZSC to record an interview and talk about the Norris Center, or if they could just mention some events that are happening.
- [UCSC general calendar](#): submit an event that's happening at the Norris Center so that anyone can see it and attend.
- ENVS Happenings Email - Contact the current ENVS Department Chair

- Sustainability Office for sustainability related events/promotions

Email communication

Respond Quickly

Replying to emails in a timely manner is a must, and you should try to view your email as a task to check off your list. If an email takes 5 mins or less to respond to, you should do so instantly. You should also go through your inbox frequently and make sure that no one was left unreplied to. There is no excuse unless you simply don't care about the person/email or you're on vacation. If you're on vacation, put an auto reply that states when you will return.

Following Up

Always follow up with people who don't reply. Give them about a week, or less depending on the urgency. If someone doesn't have auto reply and hasn't responded to you in a week, they probably forgot about your email and it's buried now. No harm in emailing them again. Always be as respectable and kind as possible when emailing people, especially when you're asking them for favors like advertising the Norris Center on their website or calendar.

4. Tabling around campus

You need permission to table around campus. A popular place to table is at the Quarry Plaza, dining halls, or near the Science and Engineering Library. Both can be a hit or miss, depending on the timing. Table at the Quarry Plaza in between popular classes that get out at Classroom Unit 1 and 2 or during lunch time. Table

at or in front of dining halls during lunch time from 12-2. You get permission for tabling at the Quarry by getting a form from the Bay Tree Bookstore and having a sponsor sign off (in this case it would be Chris Lay). Turn in the form and let them know at what date/time you'll be there. You don't need to bring tables or chairs because the Bookstore has them. Give the staff at the bookstore your student ID that they hold onto and return when you return the tables and chairs.

Popular times to table at S&E library: daytime, anywhere from around 12-4.

Materials and things to bring while tabling

Always ask the place where you will be tabling if you can borrow a table/chair nearby. If you are tabling at the Science and Engineering Library, you can take a table and chairs from the Norris Center. Here is a list of things to bring while tabling:

- Norris Center quarter size flyers (with general information about the Norris Center, location, hours, etc)
- Flyers for any upcoming events/classes
- A few (3-4) interesting but not too rare specimens. Take specimens that will catch people's attention (at least 1 medium sized mammal or bird that can be seen from a distance). Be sure to keep the specimens in the shade!
- Sign up list where people can put their name & email to be added to the Norris Center email list
- Field guides by the Norris Center and books/hats/bags that are for sale.
 - If you are selling then take a cash box

How to get people to talk to you

I don't come up to people that are tabling or that want my attention just because they are asking for it. I only come up to people or talk to them if I'm interested in what they are offering from my initial impressions from afar. My strategy is to display everything on the table in such a way that it looks captivating and interesting. The specimens from the Norris Center will definitely help with that. I don't try to get anyone to come up to me in any other way besides smiling and looking friendly. People don't want to be hassled as they're walking from place to place.

What to say when people actually come up to your table

This is when you would use your **elevator pitch** to give a brief synopsis of what the Norris Center is about. Make sure to make it personal and mention why you're involved with the Norris Center. Mention that there are positions for credit, for volunteers and the possibility of paid positions, as well as an email list. You need to practice sensing how people are feeling. If someone looks interested then tell them as much as you can about the Norris Center. If someone seems uncomfortable or not interested, feel free to just wait until they ask you questions. Either way, always present yourself as a kind and useful resource for people.

5. Digital advertising

Digital advertising is very important in today's advertising world, but it can be overwhelming and tricky. When using social media, we prioritize Facebook. FB has the largest following of any social media sites, and it's vital for reaching older

NC/Santa Cruz community. The NC also has an Instagram and Twitter account, and you're strongly encouraged to use them and keep them updated!

Facebook - [Norris Center Facebook](#)

- How to access
 - Have Chris, Alex, or another admin on the page give you admin access - this is a page, not an account, so there is no login information
- Always create an event page for any upcoming event
 - Share to:
 - NC page
 - [Field Quarter page](#) - you need to be a member, you can also have Chris share it to this page
 - [Official Group of UCSC Students](#) - you need to be a member to share to this group. Vital place to share info - 20,000+ members in this group
 - Major/department, college, and offices on campus have Facebook accounts - join these communities and post to them
 - Some examples:
 - Invite your friends - any/all, especially those in the UCSC/Santa Cruz community
 - Any and every other Facebook group you are part of, as well as your personal timeline
- Share *anything* new relating to the Norris Center
 - Including but not limited to: events, blog posts, news, upcoming classes, articles featuring our interns/employees/etc., etc.

- When sharing something on Facebook, always add a link to the [Norris Center website](#) with more information
 - If it relates to a specific topic, link to that page
 - Ex. If it is an event, link to [Events page](#). If it's related to the Art Program, link to the [Art page](#)
- Boosting events - ***if you use this service, use it only for big events***. This is a service you pay for. FB will give you several payment packages which correlate with different numbers of people it will reach. The more you pay, the more people you reach. FB will give you the option to boost an event, which you can click on to pull up a window where you can modify your event details. Your ad will be submitted for approval, then FB will create an ad for your event for your targeted audience

Events Calendars

There are also *many* events calendars to which we can submit an event. Below is a list of calendars to submit to, as well as information on how to submit (as some websites contain broken links or obsolete websites with poor submission forms). After submitting an event to any calendar, **double check to ensure it's actually there.**

- [UCSC Events calendar](#)
 - To submit: create an account for yourself (or one for the Norris Center), click "Submit an Event," and include as much relevant information as possible
- [Santa Cruz Life](#) - this website features events and activities happening in Santa Cruz.

- To submit: ‘Events’ > ‘Submit an Event’ in the upper righthand corner
- [Growing Up in Santa Cruz](#) - family-oriented website features events in SC
 - To submit: ‘Santa Cruz Events’ > click [link](#) above the calendar
- [MAH](#) - only post here if the event is at the MAH, or if they are a collaborator
 - To submit: if they don’t take the initiative to post the event themselves (which is likely), call or email the marketing department asking them to post to their calendar. Include a description of the event and any accompanying photos/flyers
 - Current marketing coordinator: Ashley Holmes, ashley@santacruzmah.org
(831) 429-1964 x 7034
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Norris Center Website

The Norris Center Website is sometimes changing and might be very different by the time you’re reading this. Definitely advertise and post things on the website as well though. Making changes to the website is easy once you know how to do it, but you’ll need to have Alex or Chris show you how.

6. Creating and Posting Flyers

Creating a flyer online

A note on accessibility: When sending out digital flyers, try to have an “unflattened” version available. This will allow people to copy/paste the text on the

flyer. Being able to copy/paste the text also makes it “readable” for people with special needs. Make sure our events are truly and fully accessible!

What to include when creating a flyer

1. Title of workshop/event
2. Date & time
3. Location - include name of venue *and* address
4. *Brief* description - get your main point across with few words. Too much text will discourage people from reading
5. A relevant image(s)

Things to consider when creating a flyer

1. Vary fonts, font size, and font color - when done well, this will make it easy to find important info
2. Print different sizes of your flyer
3. Consider who your audience is - include appropriate and relevant information for your audience.

Ex. If you’re communicating to people who frequent the Norris Center, you probably don’t have to include a description of how to find the center. If communicating with the public, more details may be needed.

[Canva](#) is an excellent resource for quickly creating attractive flyers. There are thousands of free templates, allowing you to easily create a flyer in just 10 minutes. Download a PDF in seconds to use digitally or print out.

- Your flyers will be saved to your account, and you can edit them any time

- It will try to get you to pay for something (special character, template, etc.) - don't opt for this unless you're creating a brand logo or something that really requires something unique
- Choose something simple and not too flashy - don't overwhelm people
- Don't forget to **double-check everything on your flyer** - you don't want to send out a flyer to hundreds of emails with the wrong day (it happened)
- See examples below for inspiration!

Examples of Canva-created flyers



On campus

Flyering on campus is fairly simple. You don't need to get anything approved and for most places you don't need to ask for permission. Some places, especially at the different colleges, there will be glass cases that say "ask permission from so

and so to post here”, which you’ll need to do. There are usually not a lot of flyers there so people can see yours more easily.

Where to flyer:

- Any bus stop
 - Every Sunday all of the flyers get taken down, so post your flyer on Monday before the event
 - Do this with a partner - one of you can drive the loop of the campus, stopping at every bus stop, the other can jump out and post the flyer
 - Don’t do this during peak traffic hours - you’ll block up bus traffic and have to deal with pedestrians
- Every college advising office and dining hall
- Recreation Department
- Career Center
- Graduate Student Center
- SUA
- UCSC Camper Park
- The Village
- University Town Center
- Physical Sciences Building (by Perk coffee shop)
- Earth & Marine B206 (back entrance where your back is facing ISB)
- ISB - all floors
- Natural Sciences building - all floors
- Academic departments - ENVS, EEB, Art, HAVC, Earth/Planetary Sci, any others that are even marginally related to your event
- EOP

- McHenry library (in front)

In town

- Museum of Art and History
- Tannery Arts Center
- Santa Cruz Museum of Natural History
- The Bagelry
- Wild Roots Market (in Felton; they post new flyers every Wednesday morning)
- Any other bulletin board you see around town

Things to Consider

1. If you have multiple sizes, carry each size with you when you go around.
Prep a bunch of extra small ones to post everywhere when you're walking around, use large posters when there's room, use 8.5x11 if there's not room for a large poster
2. Don't be afraid about posting over other groups - everyone does it, try to post over expired flyers if there's not more room
3. Don't forget to bring tape and an industrial stapler (get tape from supply cabinet, ask Chris for stapler)

7. Additional resources

Great advertising & communications books to read

- Getting to Yes by William Ury and Roger Fisher
- Getting Past No by William Ury
- Contagious: Why Things Catch On by Jonah Berger
- Made to Stick: Why Some Ideas Survive and Others Die by Dan Heath and Chip Heath
- Cashvertising by Drew Eric Whitman
- How to Win Friends and Influence People by Dale Carnegie
- Talk like TED by Carmine Gallo
- TED Talks: The Official TED Guide to Public Speaking by Chris Anderson
- How to Talk to Anyone: 92 Little Tricks for Big Successes in Relationships by Leil Lowndes
- On Becoming Fearless by Arianna Huffington
- The Power of Now by Eckhart Tolle

Podcasts:

- Ted Radio Hour
- How I Built This
- The Tim Ferriss Show
- The Life Coach School
- Hidden Brain
- Fresh Air
- Ted Talks Daily
- Dear Sugars

