

Poster Contest



STEPS:

One influential way to get your message out to others is to create and display posters at your school and in your community. A visually interesting poster can have a powerful and important impact. When thought out and planned using the following steps, a poster contest can be a fun and effective way to get others involved around significant issues.

Theme:

Choose a theme and decide on a look for the posters. Having a theme is helpful because it provides a consistent idea and keeps everyone involved working towards the same goals. Questions to think about; will the posters use painting, drawing or photos?

Possible themes:

1. Teens and tobacco
2. Global tobacco
3. Secondhand smoke
4. Anti-ads
5. Tobacco and misperceptions

Authorization:

Who will need to give their permission for you to take on this project? Before you start, check with the school principal to make sure you have their support and consent for this project. They may be able to offer some good suggestions or ideas also.

Be a Promoter:

At this step begin to think of yourself as a promoter or someone who initiates and encourages others to get involved in your project. The idea is to enlist others to help you organize and support your contest. Think about how other students will hear about the contest. Here are a few ideas to get you started.

Who to enlist:

- Art teachers
- Teachers from several grade-levels
- Creative clubs-photography, art, drama, computer etc

How:

- School paper-write an article about the poster contest
- Create a flyer to advertise the contest
- Announce the contest over the PA or intercom system
- Ask teachers for a few minutes to discuss contest before a class

****Make sure you have outlined and explained all of the details to others. Can you answer the five W's?***

- **Who**-can enter the contest?
- **What**- is the contest about? Theme? Any rules? Awards?
- **Why**- are you having a contest? Create awareness?
- **Where**- will the posters be displayed?
- **When**- is the deadline for creating a poster?

Recruit:

You will need to find people to judge the posters, since it is a contest. Try to enlist several professionals, they will add credibility to your efforts and are often flattered and excited to be asked for their support. Here are some people you should consider. Look for a diversity of judges.

- Pediatrician
- Parent
- Artist
- Media person
- Political figure or community figure

Solicit Help:

Often, local businesses are willing to offer some kind of support for a good cause. Be modest in your approach. Ideally, you want the people you are approaching to help defer some of the costs from the contests, but you don't want to annoy them with demands. Here are just some possible ideas:

- **Art and Photography businesses-** would they be willing to laminate and mount the posters? Could they create a calendar from the winning posters?
- **School art program-** Can you find volunteers to help prepare the posters for display?
- **Local businesses-** Think of places that could offer prizes or gift certificates for the winning contestants. Of course you can always offer VKAT t-shirts to winners

Display:

One of the most important pieces for the poster contest is to display them not only in your school but in the community as well. You want your message to reach as many people as possible and see the great job you've done. Recruit local businesses, shop owners and town offices to display the posters. Also, coordinate with the VKAT office in Burlington to see if the winning poster could be displayed at the Statehouse in Montpelier.

Advertise:

Don't forget to talk up the contest and let everyone know about the prizes, judges and where the posters will be displayed. Are there other ways you can let people know about the contest and why you are doing it?

Press releases:

One week before the judging, send out press releases to local newspapers and television stations. Include who the judges are and what the prizes will be. Also, refer to the five W's to refer to all the detailed information to include. Can you get a quote from someone to include? You will also want to send a press release announcing the winner.

Have fun!!:

Follow up:

Don't forget to thank everyone who helped. You will want to send notes or cards to local businesses who displayed the posters, judges, teachers and parents who helped and anyone else who made a contribution with either awards and prizes or support.