

Saying It for Less: Communicating in Tight Budget Times

- Instead of canceling special events, seek grants or sponsors.
- Sell exhibitor space at events.
- Find sponsors for giveaways.
- Promote events using social media and online services.
- Supplement outdoor marketing by using your own assets (fleet vehicles such as garbage trucks, buses, city vehicles).
- Tap into enterprise funds (utilities, parking) and other departments, then include their messages in your campaign to justify paying a portion or the entire amount.
- Stop thinking television and think video; post video online or share on social media.
- No studio, no problem – take the show on the road using your City as a backdrop.
- Keep a talent pool from within; hold auditions.
- Need programming – get real. Follow unsung heroes – sanitation workers, water and sewer crews, code officers.
- Resources for PSAs: Ad Council, state agencies, non-profits, pegmedia.org
- Mail a postcard instead of a multi-page publication.
- Print in two-color instead of four (full).
- Use parttime staff instead of fulltime staff.
- Hire college interns instead of permanent staff.
- Concentrate on media relations rather than paid publicity.
- Go electronic instead of print.
- Use a color copier/printer instead of going to press.
- Bid EVERYTHING to get the lowest price.
- Establish e-mail blast lists.
- Use volunteers when appropriate.
- Mail newsletter with water bills.
- Record your own “faux radio” broadcast to CD and play under your PEG channel text boards.