



Association of Residence Halls
Hall Council Executive Board Positions
Publicist / Historian

What exactly are my duties as Publicist/Historian?

Your duties require a great need for creativity, organization, and thoroughness. Your duties are few, but concentrated:

- To increase public awareness of Hall Council and its functions and activities.
- To provide residents information regarding Hall Council (work with the Secretary on this one).
- To keep an accurate detailed account of Hall Council and all of its progress and accomplishments in the mode of a "scrapbook."
- To vote.

How often are my abilities put to the test?

Oh, I don't know—I'd say every week. For every Hall Council General Assembly you hold, there will be a theme. That theme must be advertised in order for residents to attend. 80% of the reason a Hall Council has good attendance is because of the allure of publicity. Don't shrug it off, go all out. If you're a marketing or art major, then this is the job for you!

I'm aware that creating quality publicity can be time consuming and there are only so many available hours within the week, but if you have a system set up then it shouldn't be a problem. If you, as a Hall Council, plan out weeks in advance what your themes will be, the more time you have in advance to plan and coordinate. I *highly recommend* that you put publicity out a good 4-5 days in advance of the General Assembly and a good week before a big event. Trust me—it pays off in the end. Bathroom stalls are always a good spot to post some signs and around the hallways and stairwells, but by all means go above and beyond in the lobby. Make it eye-catching!

As for the scrapbook—this is a full-time job. A disposable camera is now your best friend. Work on the scrapbook as time goes on. Make monthly additions, but do not just wait for the last minute because it will be a horrible burden and creative restraint. I plea to you, work on it in increments. It will only benefit you. And to let you know—one of the Lydia Awards categories is Best Scrapbook. Also, the scrapbook is the best way to show future Hall Councils what works and what doesn't by simply looking at the pictures with the inscribed information. If you have any questions, please contact our ARH Publicist Jordan Aschwege (jaschwege@bradley.edu).