

Hello Everyone,

Today, January 29, 2013, healthy snacks were offered to all in attendance before the meeting commenced. Our Speaker for the day was [Dr. Deborah S. Briihl](#), who asked for our aid in making the Psychology Department of Valdosta State University information available in a promotional pamphlet.

## How to Make a Good Pamphlet

Dr. Briihl recounted how she laughed when she was assigned this duty and shared print-outs with us about good pamphlets and bad ones. The aim of the promotional pamphlet is to attract high school students to our programs. The research she conducted suggested some advice as to how to make a good pamphlet- one that attracts casual readers and persuades them to the author's cause. In our case, that cause is recruitment.

### Points to keep in mind

1. It should not be too wordy. The average length is 300-400 words
  - a. A wordy pamphlet discourages semi-interested readers
2. It should not use jargon
  - a. Pamphlets are picked up by beginners and casual readers
3. It should appeal to the emotions of the reader
  - a. Appeal to their desires
  - b. Appeal to their self-interest
  - c. Appeal to their aesthetics
4. It should give credibility to what it advocates
  - a. Showcase success stories
  - b. Showcase resources (facility, technology, assisting programs)
5. It should tell the reader how to act on their new knowledge
  - a. Give them information to find more information
  - b. Tell them the first step in the process
6. It should be written in second person (example: "Join. You'll love it!")
  - a. Create a personal, nearly informal touch with the reader.

Dr. Briihl went on to tell us how conflicted she was to make an article that was not written scholarly and appealed to the emotions of the audience instead of their critical thinking. She noticed that her pamphlet would conform if it had testimonials. ***If you would like to send a positive testimonial about the Psychology Department that may be featured in the pamphlet e-mail [dbriihl@valdosta.edu](mailto:dbriihl@valdosta.edu). Be sure to give your year as a student or title as faculty and which kind of psychologist you will be.***

She polled the class on what to include for enticing the high-school students. The following suggestions were made. The pamphlet should include

- Universal drawings such as stickmen and women, dreaming big- and segue that with how our program can make their dreams a reality
- An eye-popping and trendy design
- How fun it is to read Psychology textbooks
- How much money one makes at differing levels of accreditation
- How flexible a degree in Psychology is in job-seeking outside of Psychology
- The kinds of practicing psychologists
- A QR code
- A visual on the title page
- A photo of the new Psychology Building

#### Club Concerns

Raffle- Your treasurer has managed to secure these gifts for the raffle.

- \$50 Gas Card
- Gift Card with Zaxby's
- Gift Card with Old Navy

**The raffle will be** conducted on April 2<sup>nd</sup> at a Psych Club Meeting (12:30pm at Rm 1302 in Psych Building). If you win the grand prize and are not present, the contact information you wrote on the back of your ticket will help us get in contact with you. Be sure to fill out the back with every ticket you sell or buy.

**Tickets are on sale**---\$0.75 for 1.

\$1.00 for 2

Banner designs- Those who are creative and which to turn in a banner design to your president can e-mail her at [tbutenschon@valdosta.edu](mailto:tbutenschon@valdosta.edu)

Organizational Fair- The Organization fair is coming next week. On Tuesday, **February 5th between 11-2pm**, we will be stationed on the ped-mall (main walk way towards the library). ***If you can help man the station, please do.*** The organizational fair will showcase the many organizations here at VSU. ***Our meeting will be cancelled*** so that you can show support.

Valentine's Day grams are going to be postponed. **Keep collecting money orders** and fill up your sheets. We will be selling the goods on the week after Valentine's day. (The secretary will update you on the precise dates. Turn in your order sheets on February first.

The Bake sale All bakers who were planning to help us fund-raise this week, it has been postponed to February 21st. We are sorry for the inconvenience.

Birthday Card for President McKinney- Today, we signed the card for President Bill McKinney's birthday- **It can still use some more signatures** next week. Attend the fair and write your name in the card.

Relay for Life team- If you have not already joined our Relay for Life team, please do so **before January 31<sup>st</sup>** to get your free cup and t-shirt. After the 31<sup>st</sup>, you may still sign up but it will take \$100 of fundraising before the t-shirt is yours. **Register at:**  
[http://main.acsevents.org/site/TR/RelayForLife/RFLCY13SA?team\\_id=1299718&pg=team&fr\\_id=48705&\\_utma=1.1470046360.1330440742.1334081886.1352665223.3&\\_utmb=1.9.9.1352665603007&\\_utmc=1&\\_utmx=-&\\_utmz=1.1352665223.3.1.utmcsr=%28direct%29|utmccn=%28direct%29|utmcmd=%28none%29&\\_utmv=1.13=Registration%20Status=Registered=1&\\_utmk=37761187](http://main.acsevents.org/site/TR/RelayForLife/RFLCY13SA?team_id=1299718&pg=team&fr_id=48705&_utma=1.1470046360.1330440742.1334081886.1352665223.3&_utmb=1.9.9.1352665603007&_utmc=1&_utmx=-&_utmz=1.1352665223.3.1.utmcsr=%28direct%29|utmccn=%28direct%29|utmcmd=%28none%29&_utmv=1.13=Registration%20Status=Registered=1&_utmk=37761187)

**OR** go to our Psych Club Page and click on the link at the bottom of the page ;)  
<http://www.valdosta.edu/colleges/education/psychology-and-counseling/psychology-club/>

### Upcoming Events

**Feb 1- Mock GRE** at 2pm-5pm with scorers, Rm 1302 Psych Building.

Feb 5- **Attend the Organizational Fair**; Ped-mall 11am -2pm, Man the tables for a little while and peruse the other organizations

Feb 8- **Turn in your Valentine's day gram** pre-order sheet this Friday to [glewis@valdosta.edu](mailto:glewis@valdosta.edu)

Feb 12- **Psych Club Chili Cook-Off** at 12:30pm in 1302. Bring \$1 or your chili entry.

Feb 21 **Bake Sale Rescheduled**- Held outside of Psychology building from 11-2pm

Mar 13-16 **SEPA** in Atlanta, GA

Mar 30 **GPS** in Morrow, GA

Apr 2- **The Raffle**; No more ticket sales after grand winnings.

Apr 19- **Relay for Life** at 6pm on Front Lawn of VSU

**Gina-Marie Guyette**

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