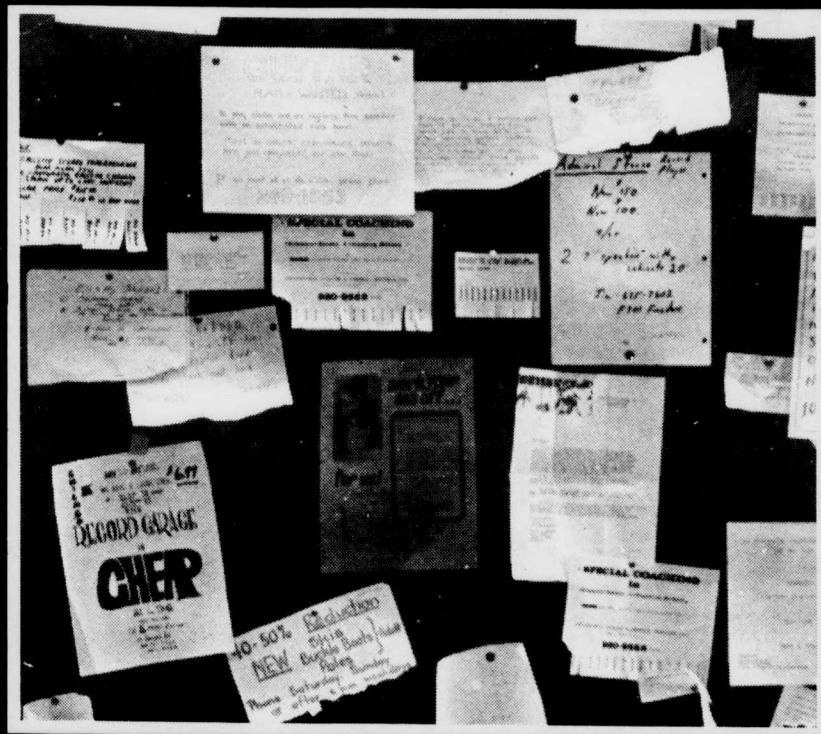


# What are you doing



## about Poster Pollution?

**Probably as much as anyone else at York,  
and that's not much.**

The number of posters and bulletins here at York is growing every week. Notices are put on walls, stair wells, bulletin boards, pillars, all over the place.

Let's face it. Anything that's overdone kills itself. That's why fewer and fewer people bother to read the posters. So what's the solution?

1. Use fewer but better posters, you'll increase the retention-value.
2. Use Excalibur to publicize your event or meeting. Excalibur is read by about 14,000 people here every week.
3. Come to the Excalibur office and talk to our news staff. They might write a story about your thing, depending on the space available. But if you don't come to them — don't be surprised when Excalibur doesn't mention your thing. They are no magicians — they need your information.
4. Advertise in Excalibur if you can afford it. If you are planning a concert, a dance, a film showing, etc., you'll find that an ad in Excalibur is far more profitable than a thousand flyers.
5. Take advantage of Excalibur's new public service section. "What's happening . . ." lists on and off campus events at no charge. This listing is intended as an addition to the On Campus column on the University News Page, to provide a better and more comprehensive information service to our readers.
6. Bring your thing to the Excalibur office, Room III, Central Square, so that we can include it in What's Happening. . . Deadline is Tuesday 2 p.m., ask for Jackie.

**That's what we are doing against Poster Pollution. What are you doing about it? Come and see us soon.**

**A New Public Service  
by Excalibur**

the communications-people on campus