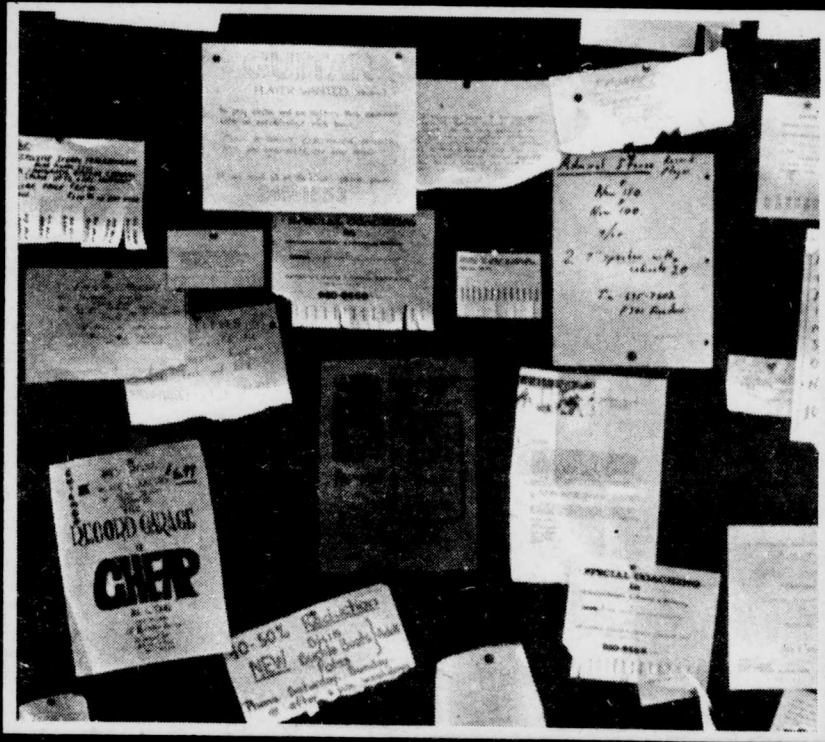


What are you doing



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. Get advance publicity. Use Excalibur to publicize your event or meeting. Excalibur is read by over 16,000 people here at York every week.
3. Talk to Excalibur's news staff. They might want to write 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. We are no magicians — we need your information.
4. Advertise — if you can afford it. If you are planning a concert, a dance, film showings, etc. you'll find that an ad in Excalibur is far more profitable than a thousand flyers. Most importantly, plan your campaign. The advertising people of Excalibur gladly help you.
5. Get your thing listed for free in the On Campus section of the University News page which the Department of Information and Excalibur put together for you every week. Telephone 635-3441 for further details.
6. For your personal use take advantage of Excalibur's want ads in the Classified Advertising section. These ads are quite inexpensive and very effective — bringing more results in one insertion than those mimeographs you see (or don't) on most bulletin boards.
7. Finally, if you are interested in newspapers from other Canadian universities or back issues of Excalibur, you can visit us in Room 111 (South-East corner of the Central Square, Ross Building) and have a look at them there.

Excalibur Publications

Editorial — 635-3201-02
Advertising — 635-3800