

Events, Panels, and Parties: 8 Ways to Get Your Journal Read

1. Good Distribution

- Plan it carefully. Consider doing it at the beginning of the semester.

2. Text-A-Toastie

- Learn the questions people only ask when you give them free food. And throw a copy of the journal in with that sandwich!

3. The Launch Party

- Have your writers read their work aloud to kick off the new issue! Invite students to ask questions. Good food is a must.

4. The Social Party

- Host a more intimate gathering that gets your closest friends excited about your work. And have fun! You've earned it.

5. Panels

- Pick an exciting topic. Or screen a movie. Consider putting Christian professors in conversation with each other or with non-Christian voices on your campus.

6. Veritas Forum

- Helping Veritas organize an event is a good idea. Having a table with copies of your journal and a signup clipboard is even better.

7. Co-Sponsor Events

- One journal held an event with the Secular Students Association and everyone from both groups attended. You don't have to agree to create good discussion and distribute journals.

8. Boost your web presence

- Build up a social media following by posting interesting articles online -- whether your own or great pieces from mainstream publications.

Overall Takeaways

- Good distribution isn't enough. Find other ways to get people talking about your journal.
- Organizing events isn't just about the *what*, but about the *how*. Posting flyers doesn't cut it. Food matters.
- Don't be afraid to steal. Keep an eye out for good event ideas.