

WE ARE FAMILY: PROMOTING THE NORTHWEST REGIONAL QUEER
CONFERENCE

by

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A THESIS

Presented to the School of Journalism
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for the degree of
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APPROVED:



Dr. Charles F. Frazer

A handwritten signature in black ink, appearing to be 'C. Frazer', written over a horizontal line.

An Abstract of the Thesis of

Andrea Leigh Sparks	for the degree of	Bachelor of Arts
in the School of Journalism	to be taken	November 1999

Title: WE ARE FAMILY: PROMOTING THE NORTHWEST REGIONAL QUEER CONFERENCE

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The purpose of this campaign was to promote the Third Annual Northwest Regional Queer Conference (NWRQC) hosted at the University of Oregon April 23-25, 1999. Working with an advertising materials budget of only \$500, we chose to employ direct marketing to make queer students, faculty and staff at colleges and universities around the Northwest aware of the conference. The tone and overall slogan of our advertising materials was lifted right from the conference itself: "We Are Family: A Celebration of Our Queer Communities." Though press releases went out earlier, we launched the campaign by sending out our materials packets in February of 1999.

TABLE OF CONTENTS

Chapter	Page
I. CAMPAIGN PLANS.....	1
Executive Summary.....	1
Situation Analysis.....	1
The Conference Planning Committee.....	1
Consumer Analysis.....	3
Market Analysis.....	4
Product Analysis.....	5
Competitive Analysis.....	6
Primary Research.....	6
Target Audience.....	6
Mailing List.....	7
Problems and Opportunities.....	7
Problems.....	7
Opportunities.....	8
Target Audience Profile.....	8
Primary Audience.....	8
Secondary Audience A.....	9
Secondary Audience B.....	9
Marketing, Communication and Advertising Objectives.....	9
Marketing Objectives.....	10
Communication Objectives.....	10
Advertising Objectives.....	10
Budget.....	11
Marketing, Communication and Advertising Strategy.....	11
The Packet.....	12
The Follow-up.....	14
Campaign Evaluation.....	14
II. CAMPAIGN RESULTS.....	14
Response Analysis.....	14
Post-Conference Evaluations.....	15
Spending Analysis.....	16
III. POST-CONFERENCE REFLECTIONS.....	16

	v
Communications.....	16
Research and Strategy.....	16
Materials.....	17
Internal Organizational Issues.....	18
IV. CONCLUSION: ADVICE FOR FUTURE NWRQC HOST SCHOOLS.....	19
APPENDIX	
A. CHARTS, GRAPHS AND CONFERENCE MATERIALS.....	23

LIST OF FIGURES

Figure		Page
1.	NWRQC Total Budget.....	23
2.	NWRQC Printing Budget.....	23
3.	NWRQC Conference Letter.....	24
4.	NWRQC Press Release.....	25
5.	NWRQC Registration Form.....	26
6.	NWRQC Poster.....	27
7.	Attendance by Category.....	28
8.	Revenue by Attendee category.....	28
9.	Conference Attendance.....	29

CAMPAIGN PLANS

Executive Summary

The purpose of this campaign was to promote the Third Annual Northwest Regional Queer Conference (NWRQC) hosted at the University of Oregon April 23-25, 1999. Working with an advertising materials budget of only \$500, we chose to employ direct marketing to make queer students, faculty and staff at colleges and universities around the Northwest aware of the conference. The tone and overall slogan of our advertising materials was lifted right from the conference itself: “We Are Family: A Celebration of Our Queer Communities.” Though press releases went out earlier, we launched the campaign by sending out our materials packets in February of 1999.

Situation Analysis

The Conference Planning Committee

The three University of Oregon organizations that came together to plan and host the Third Annual Northwest Regional Queer Conference are the Lesbian, Gay, Bisexual, Transgender Alliance; Lesbian, Gay, Bisexual, Transgender Educational Support Services Program and the Alpha Xi Chapter of Delta Lambda Phi.

The mission of the University of Oregon Lesbian, Gay, Bisexual, Transgender Alliance (LGBT-A) is “to foster the growth and maintenance of a safe, supportive, and nurturing environment for gay, lesbian, bisexual, and transgender people and allies both on and off campus.” Founded in 1969, the LGBT-A was the first university organization of

its kind established on the United States' west coast. As a long time advocate of student activism, understanding through education, coalition-building and community outreach, the UO LGBTTA has a growing reputation among members of the Northwest queer community as a powerful and respected force in the regional queer rights movement.

A division of the University of Oregon's Office of the Dean of Student Life, the University of Oregon Lesbian, Gay, Bisexual, Transgender Educational Support Services Program (LGBTTESSP) promotes a supportive environment at the University of Oregon for LGBT students, faculty, and staff through support services and educational efforts designed to reduce heterosexism and homophobia. LGBTTESSP programs include: Drop-in social and support groups; Bridges, a speakers bureau made up of mostly student volunteers who present anti-homophobia workshops at residence halls; Greek Houses; student groups; University classes; and other places where they can help to educate people about the destructive nature of homophobic ignorance. The Safe Zone Project is a network of individuals and campus offices who display stickers or buttons to indicate they will be understanding, supportive and trustworthy if a gay, lesbian, bisexual or transgender student, colleague or ally needs help, advice or just someone to whom they can talk. F.O.W.L. (Fighting Oppression With Learning) Players, a theater group of progressive actors, writers and set designers who educate the campus community on a variety of social issues such as racism, homophobia, AIDS, safer sex, alcohol awareness and rape prevention. An extremely proactive and experienced organization, the UO LGBTTESSP is an authority on queer educational issues.

Finally, Delta Lambda Phi (DLP) is the only national fraternity that openly accepts gay, bisexual and progressive men within its ranks. Established in 1988, there are more than a dozen DLP chapters around the country. However, the University of Oregon's Alpha Xi chapter, which has been on campus since 1996, is the only DLP chapter in the Northwest.

To plan and organize the NWRQC, Peter Larson (then co-director of the UO LGBTA), Joshua Carlon (then president of the Alpha Xi chapter of Delta Lambda Phi) and Stephanie Carnahan, Director of the UO LGBTESSP, formed the Conference Planning Committee (CPC) in the spring of 1998. The CPC was divided into an executive branch and five sub-committees. CPC co-chairs, Larson and Carlon and faculty advisor, Carnahan, constituted the executive branch. They ran all of the CPC's meetings and the sub-committees reported to them for executive decisions. The sub-committees were headed by one or two volunteer leaders. There were sub-committees in charge of workshops, volunteers, catering, housing and promotions.

Consumer Analysis

The NWRQC's target audience consisted mainly of students, faculty and staff at colleges and universities around the Northwest. Their basic demographic characteristics were as follows:

1. Males and females
2. Self-identified as lesbian, gay, bisexual, transgendered or straight allies
3. Age 18-55

4. Very little or modest (students) to moderate (faculty and staff) income
5. Very little free time

More specifically, members of the target audience had probably either attended similar conferences before or had always wanted to but were prevented from doing so by monetary or distance factors. They probably held leadership roles in their respective queer communities or were at least active volunteers. They were socially aware and probably found that awareness newly heightened by then recent tragic events in the queer community. They were people dedicated to bettering themselves, their campuses and their communities. They were intelligent, well educated (or on their way to being so) and well informed. They felt bound by monetary considerations and by the time constraints of their respective academic calendars.

Market Analysis

Not counting the NWRQC, the Northwest, unlike California or the East Coast, is host to very few, if any, queer-specific annual conferences. Yet, there are at least 36 colleges and universities in the Northwest that house queer organizations.

As far as market trends are concerned, the years 1998 and 1999 witnessed an upswing in queer activism. Members of the University of Oregon queer community fought a nationally publicized, losing battle against the UO administration for the right to have a queer dorm. In addition, hate crimes, such as the murder of openly gay college student, Matthew Shepard, awakened a renewed sense of purpose in queer activists and educators all across the nation.

In terms of geographic concerns, the University of Oregon is located in the southwest corner of the Northwest region.

Product Analysis

To understand the conference as a product, it is important not only to examine the conference's offerings, but also the spirit in which they were offered. Officially dubbed "We Are Family: A Celebration of Our Queer Communities," the NWRQC's purpose was to give college and university students, faculty and staff and community members a chance to "network, socialize and educate." The conference's 25+ workshops addressed a number of varied queer issues, including topics of scholarly and academic interest, combating campus violence, family relations, relationships, safer sex, HIV/AIDS education, identity, and race and ethnicity, to name a few. The conference also featured a dance with cabaret show, entertainment, keynote speakers and a closing brunch. The registration fee for non-UO students and community members was \$40. The fee for UO registrants was \$10.

However, how the target audience perceived the conference and its host is equally, if not more, important in an analysis of the conference as a product than the conference's actual offerings and intentions. Because 1999's NWRQC was only the third attempt by a Northwest college or university to put on a regional queer conference, it had a reputation as being either unproven, unsuccessful or had virtually no reputation at all among audience members who had never heard of the first two. Another factor affecting the conference's reputation was Washington State University's failed attempt to host the

NWRQC 1998. They were forced to cancel their conference due to lack of publicity and registration.

On the plus side, The University of Oregon's queer community did have a reputation with the target audience as being very vital and active.

Competitive Analysis

I am aware of no competition to the NWRQC in the Northwest region. However, many queer student activists and educators from the Northwest make trips to annual queer conferences held in California, such as the UC system's annual regional queer conference and the Gay, Lesbian, Straight Education Network's annual conference.

Primary Research

Target Audience

In order to research our target audience we analyzed the conference-related consumer behavior of queer students, faculty and staff on our own University of Oregon campus. More specifically, we needed to find out how our target audience finds out about events like conferences. In order to do that, we discussed with our conference-going peers their media habits and campus channels of communication and information. What we found was that there are two ways our target audience usually finds out about conferences. One is word of mouth. The other is informational postings such as posters or flyers. Because the University of Oregon has both an administrator in charge of LGBT affairs and multiple LGBT student organizations, we found that there are people on

campus who consider it their responsibility to know and spread the word about educational opportunities like conferences. In addition, the offices of these two organizations provide meeting places queer students, faculty and staff can frequent. Therefore, a poster or flyer in these areas has a good chance of being noticed by our target audience.

Mailing List

To find out where to send the informational packets that would constitute the bulk of our campaign, we gathered the addresses of almost every college and university around the Northwest. Stephanie Carnahan was able to provide us with an extensive list of the addresses of Northwest colleges, universities and their respective LGBT organizations. Then, we cross-referenced that list with the listings of all the colleges and universities in Oregon, Washington, Idaho, Montana, Alaska and Northern California found in the Encyclopedia of Colleges and Universities in our library. For those schools not found on our original list, we took down the address of their respective Student Services offices.

Problems and Opportunities

Problems

1. Members of target audience varied widely in age and had dissimilar incomes.
2. Reputation of conference among members of target audience was potentially poor or non-existent.

3. Conference faced competition from established, well know conferences in California.

Opportunities

1. The UO LGBTA, one of the primary host organizations, enjoyed a good reputation with members of the target audience.
2. The UO LGBTESSP was extremely experienced in designing queer-specific educational communication pieces.
3. No regional competition existed.
4. There were numerous queer organizations in the region.
5. An atmosphere of heightened immediacy and awareness surrounding queer issues existed at the time.

Target Audience Profile

Primary Audience

- Full time, queer college and university students
- Attend school in either Oregon or Washington
- Males and females
- Age 18-26
- Play active leadership or volunteer role in their respective queer community
- Have attended or are very interested in attending educational conferences
- Committed to learning
- Personal yearly income of \$10,000 or less

Secondary Audience A

- Queer college and university faculty and staff
- Teach or work at a school in either Oregon or Washington
- Males and females
- Age 25-55
- Profession involves either queer-related academic research or student services work

Secondary Audience B

- Queer or straight ally members of the community
- Live in either Oregon or Washington
- Males and females
- Age 25-55
- Have a vested professional or personal interest in queer issues

The conference's coalition building goals determined the composition of the target audiences. The conference was officially open to any student, faculty or staff member from colleges and universities all across the Pacific Northwest, including Oregon, Washington, Idaho, Montana, Northern California, British Columbia and Alaska. In addition, the region's high school students and community members were also welcome to attend. However, we felt that by mostly targeting the more narrowly defined target audiences we chose, we would see the best results.

Marketing, Communication and Advertising Objectives

Marketing Objectives

The NWRQC's marketing objective was to obtain 250 total paid conference registrations, 50 from the University of Oregon at \$10 each and 200 from other schools and the community at \$40 each. Broken down by school, our objective was to obtain an average of 3.5 registrants from each of the 58 schools on our mailing list. The goal income from registration fees totaled \$8,500. The time frame for achieving this objective was two months. It ranged from the date of the mailing of the informational packet (two months before the conference), to the first official day of the conference (April 24, 1999).

Communication Objectives

The NWRQC's communication objective was to effectively reach enough members of the target audience at each college or university to ensure registration numbers fulfilled our marketing objective. Our goal was to make at least 15-20 target audience members at each school aware of the conference in hopes of persuading approximately 3-4 people to register.

Advertising Objectives

The NWRQC had a number of advertising objectives. First, we wanted our advertising materials to be concise, informative and well designed. Second, we wanted our advertising materials to convey to the target audience the dedication, energy and sincerity with which the conference was planned. Third, we wanted the target audience to feel a kinship with the conference organizers and its potential registrants. Finally, we wanted the advertising materials to convince members of the target audience that they had the

potential to become a vital part of the Northwest regional queer community by attending this conference.

Budget

The total budget for the NWRQC was \$17,935. See figure 1 for a complete spending breakdown.

The printing portion of the budget was \$1,045. \$500 of which was allotted to print the packets attendees received upon arrival at the conference, including the conference program and various insert sheets. \$45 was allotted to print workshop evaluation forms. The remaining \$500 was budgeted to print the conference's advertising materials. See figure 2.

Marketing, Communication and Advertising Strategy

The basic plan we devised to promote the NWRQC is as follows:

- I. Put together and mail to all of the schools on our mailing list a direct mail packet of advertising materials, including:
 - A. A letter from the Conference Planning Committee
 - B. A press release
 - C. Registration forms
 - D. Posters

- E. Plenty of contact information, including the NWRQC web site address, electronic mail address and the LGBTA office phone number.
- II. Examine registration numbers at an established interval of two weeks following the initial mailing.
- III. Mail reminder cards if registration numbers do not meet with goal for initial mailing response.

The Packet

We chose to employ direct mail to effectively reach members of our target audience. By mailing packets to queer student groups and student services offices, we put our materials directly into the hands of a potential registrant. Not only that, we were employing the best method to get all the necessary information to someone whose duty it was to actively disseminate information about educational opportunities to members of his or her respective queer community. In addition, direct mail served to maximize the ability of our limited budget to reach the target audience.

The letter from the Conference Planning Committee we enclosed in the direct mail packets was designed to meet a number of communications and advertising objectives. First, the letter served to help us reach enough of our target audience by asking the packet's recipient to "help spread the word about the conference." It encouraged the recipient to display the enclosed poster where it could be seen and to forward the letter and the enclosed press release to anyone who might be interested in attending the conference. Second, the letter's inclusive and sincere tone served to make the recipient

feel like he or she was already an active and trusted part of the community building that was to take place at the conference. See figure 3.

The press release we enclosed in the packet served as a concise and informative overview of all the conference had to offer. In addition, it made it easier for the packet's recipient to inform his or her queer community about the conference because he or she could post it, pass it along or even give it to the campus newsletter or newspaper. See figure 4.

In addition, the registration forms we enclosed in the packet promoted ease of registration. Packet recipients could either fill out the form, put a stamp on it and send it in, or they could simply use it as a hard copy worksheet when filling out an on-line registration on the conference web site. Basically, the two methods of registration offered registrants hassle-free, confidential registration options. See figure 5.

Next, the posters we enclosed in the packet were probably the communication piece that made it easiest for the packet's recipient to spread the word by simply posting it on a bulletin board. If posted in the right spot, the poster had an excellent chance of helping the campaign achieve the necessary reach and frequency. See figure 6.

Finally, the abundance of contact information we included on all the advertising materials served not only to make it as easy as possible for potential registrants to get answers to their questions, it also served to enhance the image of the conference in the minds of the target audience. The fact that we had a web site, electronic mail address and

phone number all devoted to conference questions and concerns showed we meant business.

The Follow-up

We examined registration numbers two weeks after the initial mailing to check whether we were on the right track to meet our marketing goals.

It happened we did not have as many registrants as we would have liked at that point. So, we mailed reminder cards to increase the frequency of the target audience's exposure to our message in hopes of meeting our marketing goals.

Campaign Evaluation

We sought to determine the degree of our campaign's success by examining the response it generated. More specifically, the campaign would be declared a success if by the first day of the conference the total number of registrants and the resulting registration revenues met our marketing objective.

CAMPAIGN RESULTS

Response Analysis

Registration for the 1999 Northwest Regional Queer Conference totaled 186. Simple post-conference analysis of the registration data shows that 76 registrants came from colleges or universities other than the University of Oregon, 73 registrants came from the University of Oregon and 35 registrants were community members. See figure 7.

Simple analysis of the revenues show that 113 registrants paid the \$40 registration fee, thereby generating \$4,520. The 73 UO registrants paid the \$10 registration fee, generating \$730. See figure 8.

The campaign failed to meet all but one of its marketing objectives. We only obtained 113 or the desired 200 non-UO registrants. Therefore, we failed to generate the \$8000 in revenue we had hoped for from this segment. This shortfall is the main reason we did not achieve our total revenue goal of \$8,500. However, we exceeded by 46% our goal of 50 UO registrants. See figure 9 for a complete breakdown of registrants by school.

Informal data gathering I did while working as a volunteer at the conference suggests we also did not succeed in reaching Secondary Audience A, non-UO faculty and staff. By simply watching attendees and reading their name tags, I came to the conclusion that almost none of the non-UO attendees were faculty or staff members. The fact that almost all the non-UO attendees were students or community members suggest to me we did a relatively good job of reaching our Primary Audience and Secondary Audience B. It also suggests we did a rather poor job of either reaching or persuading Secondary Audience A.

Post-Conference Evaluations

Unfortunately, we did not conduct post-conference evaluations or exit poles that could have given us much more precise and detailed information about the degree to which our advertising campaign succeeded or failed. The evaluations we did conduct were

workshop evaluations designed to give the conference presenters a sense of how successful their workshops were. The only question on that form that related to printed materials asked attendees to rate workshop materials, not general conference materials.

Spending Analysis

The NWRQC's advertising materials budget of \$500 proved to be inadequate. Even using the most cost effective methods available to us, we went over budget by approximately \$100. Printing the posters cost \$455. Copying the remaining advertising materials, such as the letter, press release and registration forms cost \$50. In addition, copying the post-card sized reminder cards cost approximately \$40. Plus, the advertising budget did not include postage for the packets. That expense was absorbed by the LGBTESSP.

POST-CONFERENCE REFLECTIONS

Communications

Research and Strategy

We based our advertising campaign for the NWRQC on a number of assumptions gleaned from our own personal experience and knowledge. We considered ourselves, our peers and our mentors as our target audience. However, all of this information that basically constituted our research was gathered from an obviously biased view point. Certainly, it was naive of us to think we understood the target audience simply because

we happened to be members of it. I learned that when you are part of a community, it is tempting to assume you know a great deal about it than you really do. What we really should have done was at least survey queer students, faculty and staff at Northwest colleges and universities to try to understand fully how different schools' channels or communication and information actually function.

From the "research" we gathered, we devised a strategy. Unfortunately, our strategy and the assumptions it was built on had some serious flaws that prevented us from reaching our marketing, communication and advertising objectives. For one thing, we should have segmented our target audience and created different, more effective strategies for each of the individual segments. Additional research probably would have told us we could not hope to reach our entire target market with a single strategy. We probably should have had completely different strategies for reaching students, faculty and staff, and community members.

Materials

The fact that students from a number of the colleges and universities with queer organizations did not attend makes me suspect a problem with our advertising materials. I can be relatively sure that when we sent packets to those queer organizations, they were seen by at least a few members of the target audience. I can only speculate as to whether they were unimpressed by our advertising message or simply did not take the time to post the poster to let more members of the target audience get the information. Regardless, I am convinced that a very creative campaign could have gone a long way

toward generating the necessary awareness, conviction, and in turn the kind of attendance we originally hoped for.

Internal Organizational Issues

Some of the marketing communications mistakes we made were the result of problems within the Conference Planning Committee structure. First, we failed to stabilize and concretely establish the advertising materials budget. A stable budget goes a long way toward being able to develop a creative campaign. Even with an advertising budget that ended up being as small as ours, it is possible to employ witty writing, strong concepts and unique and creative printing techniques to produce some really effective advertising materials.

Secondly, the fact that the CPC sub-committees met independent of each other did not allow for the sharing of various projects. At the full Conference Planning Committee meetings all the sub-committees and the executive got together to update each other on their progress completing various projects. Often, especially in the last months of conference planning, some sub-committee leaders could not attend the meetings of the full CPC. This breakdown in communication between sub-committees is important because many of the sub-committees' projects could have been more successful given the input of the other sub-committees. For example, it was the sole job of the sub-committee in charge of workshops to create the workshop evaluations. However, other sub-committees like promotions and housing would probably have liked to get feedback on their performance as well. With input from all the relevant sub-committees, the

workshop evaluations could perhaps have been reworked to include other conference aspects.

CONCLUSION: ADVICE FOR FUTURE NWRQC HOST SCHOOLS

Since finally finishing my work both promoting and volunteering at the NWRQC, I have found myself flooded with ideas about how to do just about everything I did differently. However, my advice to future NWRQC host schools can probably be summed up in seven main points:

1. Research potential scheduling conflicts well in advance.
2. Research your target audience thoroughly.
3. Set and protect an inviolate budget.
4. Spend a lot of time on the creative.
5. Be consistent.
6. Construct adequate support systems to handle the promotions work load.
7. Believe in what you are doing.

First, researching potential scheduling conflicts is extremely important because your target audience's ability to attend a conference like the NWRQC is dependent on the demands of their respective academic calendars. Unfortunately for us, we held the conference the same week some Northwest colleges and universities administered finals. This is a mistake you cannot afford to make when you are counting on as many schools

as possible to send registrants. I have no doubt this scheduling mishap affected NWRQC attendance. So, plan ahead and do your research.

Second, research your target audience thoroughly. I cannot stress this point enough. Your ability to reach your target audience effectively depends on your knowledge of what motivates them and how their community functions. Motivation is critical because the things that make a conference appealing to students may not be the things that make it appealing to faculty members or staff. Will students be attracted by a particular kind of workshop? Will faculty and staff get excited about networking opportunities? These are the types of questions you must answer before you design your advertising strategy. You need to understand what aspects of your conference will be appealing to each segment of your target audience so you can convey to them those benefits.

However, your ability to convey anything at all depends on your understanding of how your target audience's respective queer communities function. What kind of support systems exist for the students, faculty and staff at different schools? Are they fortunate enough to have an official administrator in charge of queer affairs like the University of Oregon? If so, perhaps a well-directed letter to that person would go a long way toward achieving your communication goals at that particular school. But what if the only queer group on their campus is a small, under-funded student group? How does that fact change the way you will communicate with them? Think of all the things that could affect the ability of your message to get through. Do they have a queer school

newsletter? Do they have weekly group meetings? Do they meet somewhere off-campus? Does the faculty interact closely with the administration, or are they more separate? Essentially, it all comes down to channels of communication. You must find some way to get answers to these questions, whether it be a mailed survey, a phone call or an e-mail questionnaire.

Third, set and protect an inviolate budget. Your budget determines what you can and cannot produce. Therefore, you will need to establish it and stick to it. Probably the best way to protect your budget from pillage is to get everyone involved with monetary allocations to agree on a formula for computing the advertising budget. For instance, after you set your conference attendance goal you could sit down and figure out how much you are willing to spend to persuade each of those people to come to the conference. If the registration fee generates \$40 per person in revenue, are you willing to spend 10% of that \$40 to be sure you reach your attendance goal? Is that a reasonable cost-benefit ratio, given your overall conference budget? Most important is reaching consensus on a budget that will realistically meet your advertising needs. No matter the size of your eventual budget, if you set it in stone, you will be sure to allocate your funds to produce materials that have the best chance of achieving your communication goals.

Fourth, spend time on the creative. If it is a poster, make sure it catches attention like a poster should. If it is a press release, be sure it is written in the accepted style of a press release. Even if it is a post card, you have to keep it from getting lost in the junk mail. Basically, whether they be funny, shocking, innovative or just plain thought

provoking, creative advertising materials get results. People are much more likely to discuss them and pass them around. People are much more likely to be touched by your message.

Fifth, be consistent. Be sure all of your materials are united by a similar aesthetic, tone and voice. For example, put a recognizable logo somewhere on all your materials. Consistency cuts down on confusion. With a product as complex and information-packed as a conference, your message needs to be as clear as possible.

Sixth, construct adequate support systems to handle the promotions work load. Planning, designing and carrying out a campaign of this size is a huge undertaking. Assemble a team of volunteers with varied skills. You will need people to do research, people to build and maintain a web site, people to design materials and people to help with all of the envelope stuffing and photocopying. Try to distribute the responsibilities evenly among team members. To encourage the participation of people with special skills, like web designers, try to create some sort of internship-type opportunity for them. If you assemble a team, you will have a much better chance of getting everything you want to get done on time and you will be able to stick closer to your strategy.

Finally, believe in what you are doing. There is no better advice than that.

APPENDIX

Figure 1. NWRQC Total Budget. \$17,935

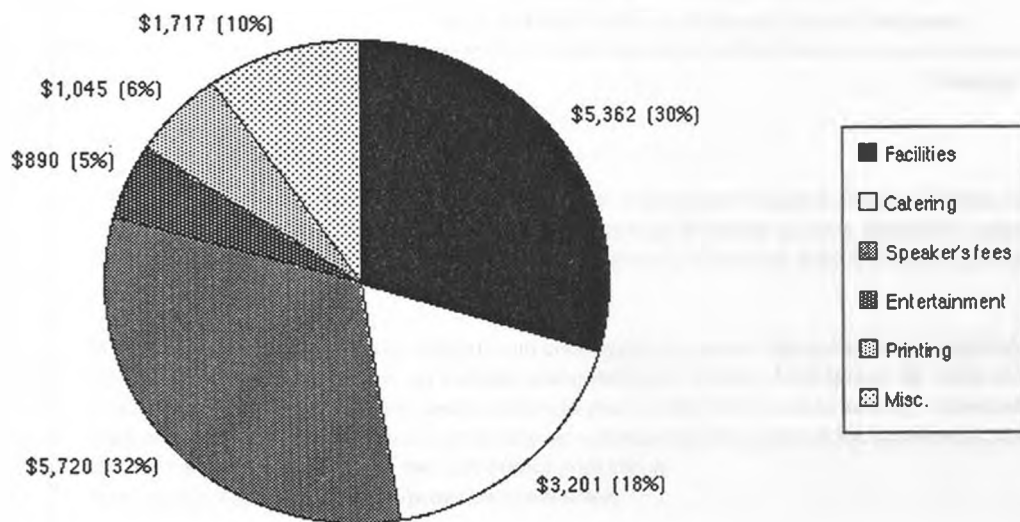


Figure 2. NWRQC Printing Budget. \$1,045

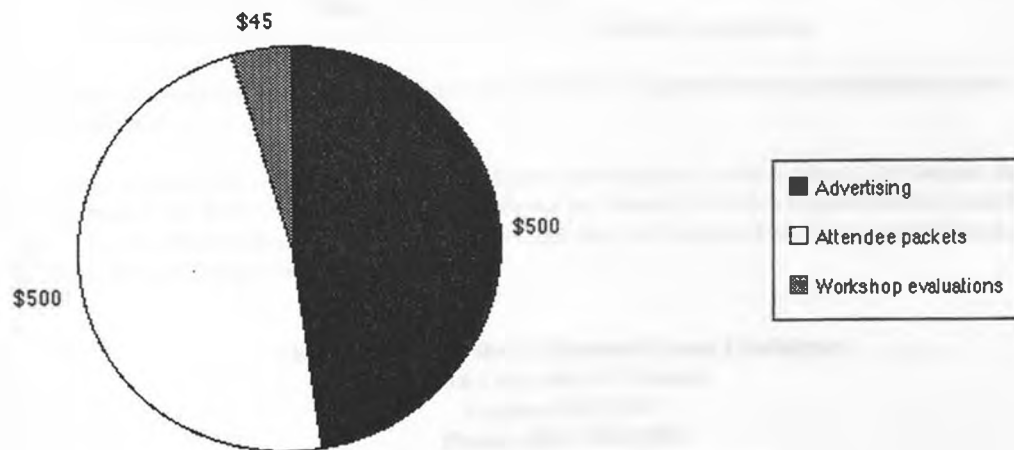


Figure 3.



We Are Family:

A Celebration of Our Queer Communities

April 23 - 25, 1999

Third Annual Northwest Regional Queer Conference

February 25, 1999

Dear LGBT Community Members,

The University of Oregon Lesbian, Gay, Bisexual, Transgender Alliance and the Lesbian, Gay, Bisexual, Transgender Educational and Support Services Program are very pleased to announce that the third annual Northwest Regional Queer Conference will be held at the University of Oregon campus April 23-25, 1999.

We would like to invite you as campus and community leaders of the northwest to attend the conference. We also ask that you, as campus and community leaders, help spread the word about the conference. Please post the enclosed posters in places where they can be seen by interested faculty, students, and staff. The enclosed press release summarizes the events at the conference, and you can find more information on the conference web site at:
<http://darkwing.uoregon.edu/~program/conference/>

Registration for the conference will be \$35. You can register online by going to the conference web site at: <http://darkwing.uoregon.edu/~program/conference/>
 After April 1, registration will go up to \$40, so register as soon as possible!

We are asking for program and workshop submissions for the conference. To submit a program, go to the conference web site at: <http://darkwing.uoregon.edu/~program/conference/>
 Please submit workshops by March 26, 1999.

Additional information, including housing for the conference, accommodations for the disabled, travel to Eugene, and general information can be found at the conference web site at:
<http://darkwing.uoregon.edu/~program/conference/>
 You can also call (541) 346-3360 or e-mail nwrqc@gladstone.uoregon.edu.

Please forward this letter or the enclosed press release to anyone who may be interested in the conference!

Sponsored by the Lesbian, Gay, Bisexual, Transgender Alliance at the University of Oregon, the Lesbian, Gay, Bisexual, Transgender Educational and Support Services Program at the University of Oregon, Human Rights Campaign, the National Gay and Lesbian Task Force and the Gay, Lesbian, Straight Education Network.

Third Annual Northwest Regional Queer Conference

5216 University of Oregon

Eugene, OR 97403

Phone: (541) 346-3360

E-mail: nwrqc@gladstone.uoregon.edu

Figure 4.



We Are Family:

A Celebration of Our Queer Communities

April 23 - 25, 1999

Third Annual Northwest Regional Queer Conference

Press Release

Eugene, OR -- We are very pleased to announce that the third annual Northwest Regional Queer Conference will be held at the University of Oregon campus April 23-25, 1999. The event is open to college and university students, faculty, and staff from Oregon, Washington, Idaho, Montana, Alaska, British Columbia, and northern California. We also anticipate that high school students and all members of the northwest LGBT community will benefit from all the conference has to offer.

The conference will begin with preconference workshops (see list of preconference speakers below) on Friday, April 23. In these in-depth, three-hour workshops, leaders of the LGBT community, including Kate Bornstein, Lani Kaahumanu, and Keith Boykin will cover topics such as the connection between racism and homophobia, transgendered issues, safer sex, and bisexual identity. On Friday night, there will be a welcome and performance entitled "Cut 'n' Paste" by Kate Bornstein and her partner, a performance piece that mixes dramatic monologues, slam poetry, and interactive lecture. In addition there will be a performance by WYMPROV!, a Eugene improv troupe.

On Saturday, April 24, the conference continues with over 25 workshops in the areas of programming, politics, entertainment, sexuality, advocacy, and much more. Donna Red Wing, National Field Director for the Human Rights Campaign will be the featured keynote speaker. The day includes a lunch session in which caucuses will meet to address issues such as queers of color, transgender issues, bisexual issues, coalition building, and more. Saturday will close with a dance and cabaret show.

On Sunday, April 25, the conference will be closing with a luncheon and keynote address by Kevin Jennings, Executive Director of GLSEN. The lunch will be catered and will offer vegetarian and vegan options. Following the conference, there will be a post-conference speaker, Rabbi Joseph A. Edelheit, Senior Rabbi at Temple Israel in Minneapolis, MN. He currently serves on President Clinton's Advisory Council on HIV/AIDS.

Registration for the conference will be \$35. You can register online by going to the conference web site at: <http://darkwing.uoregon.edu/~program/conference/>. After April 1, registration will go up to \$40, so register as soon as possible!

We are asking for program and workshop submissions for the conference. To submit a program, go to the conference web site at: <http://darkwing.uoregon.edu/~program/conference/>. Please submit workshops by March 26, 1999.

Figure 5.



"We Are Family"

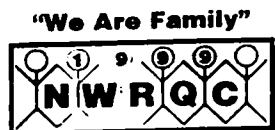
Third Annual Northwest Regional Queer Conference

Please print or type the following information:

Name: _____ School: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 E-Mail Address: _____

		<i>Subtotals</i>
Registration:	☐ Conference Only	\$35 before April 1 \$40 after April 1 \$45 at the door April 23
		\$
	☐ Sunday Luncheon	\$10
		\$
Preconference Workshop:	☐ Kate Bornstein ☐ Keith Boykin ☐ Lani Ka'ahumanu	(included in conference fee)
Housing:	☐ Conference Residence Hall ☐ Hotel ☐ Community On-Campus ☐ Community Off-Campus ☐ Other _____	\$17.25 per night/person (make own reservations) (free, space limited) (free, space limited) (for our records)
		\$
Services Needed:	☐ Wheelchair Access ☐ ASL Interpreter ☐ Other _____	
T-Shirt:	☐ Yes ☐ No \$10 Size: ☐ Small ☐ Medium ☐ Large ☐ Extra Large	\$
I want to receive e-mail updates about the conference.	☐ Yes ☐ No	
My e-mail address can be shared with future conference hosts.	☐ Yes ☐ No	
☐ I would like to make a donation beyond my conference registration fee in the amount of \$_____.		\$
Grand Total		\$

Please make checks payable to UO Foundation and mail to:



Third Annual Northwest
Regional Queer Conference

LGBT Educational and Support Services Program
 Attention: Stephanie Camahan
 5216 University of Oregon
 Eugene, OR 97403

You may also submit your registration via the web at
<http://darkwing.uoregon.edu/~program/conference/>

Figure 6.

The 3rd Annual
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NORTHWEST REGIONAL QUEER CONFERENCE

***We Are Family:
A Celebration of Our Queer Communities***

**APRIL 23-25, 1999
UNIVERSITY OF OREGON
EUGENE, OR**

Objective

The Third Annual Northwest Regional Queer Conference will provide students, faculty, and other members of the northwest community a chance to come together to network, build coalitions, socialize, and learn how to create more inclusive campus environments for LGBT people.

Come to the beautiful University of Oregon campus in Eugene, Oregon and meet other students, faculty, and staff from colleges and universities in Oregon, Washington, Idaho, Montana, Alaska, Hawaii, Northern California and British Columbia.

There will be over 40 workshops to choose from, entertainment, an art exhibit, keynote speakers, a dance, and a closing luncheon.

Prices

Conference Only:
\$35 before April 1, 1999
\$40 after April 1, 1999
\$45 on conference day

**Conference with
Closing Luncheon:**
\$45 before April 1, 1999
\$50 after April 1, 1999
\$55 on conference day

Keynote Speakers

Donna Red Wing
National Field Director
Human Rights Campaign



Kevin Jennings
Executive Director
GLSEN



Kate Bornstein
Transgender Performer
and Activist

Schedule of Events**Friday, April 23**

12:00 - 8:00	Registration and information exchange in Conference Headquarters*
2:00 - 5:00	Pre-conference Workshops
5:00 - 7:00	Dinner Break
7:30 - 10:00	Performance by Kate Bornstein
10:00 - midnight	Comedy and Recreation

Saturday, April 24

9:00 - 10:30	Continental Breakfast and Keynote with Donna Red Wing, National Field Director for Human Rights Campaign
10:30 - 8:00	Information Exchange in Conference Headquarters*
10:45 - 5:30	Workshops
5:30 - 8:00	Dinner Break
8:00 - midnight	Dance the Night Away!

Sunday, April 25

10:00 - 12:00	Closing Luncheon and Keynote with Kevin Jennings, Executive Director of GLSEN (Gay, Lesbian, Straight Education Network)
12:00 - 2:00	Information Exchange in Conference Headquarters*

*All schools are encouraged to bring materials to set up in the conference headquarters to share with others.

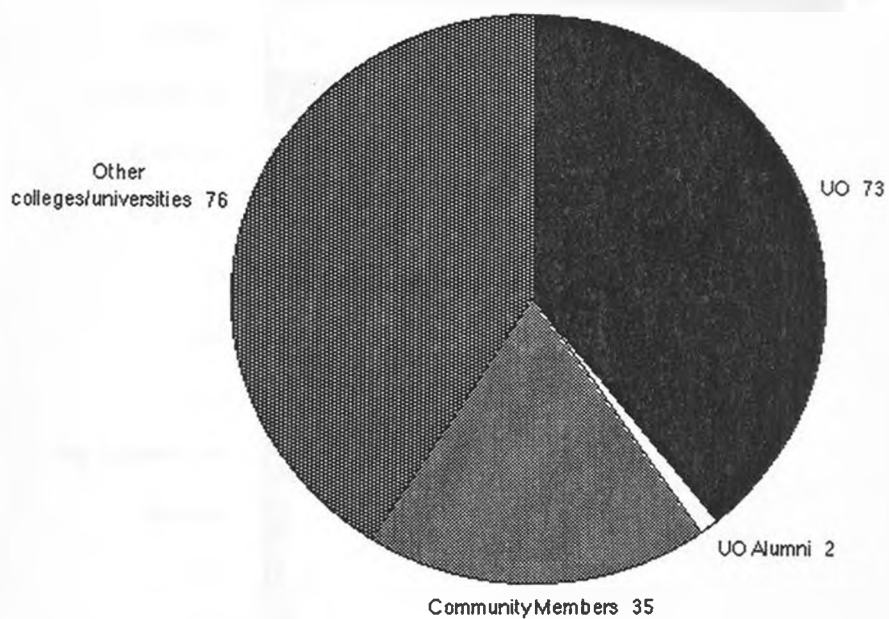
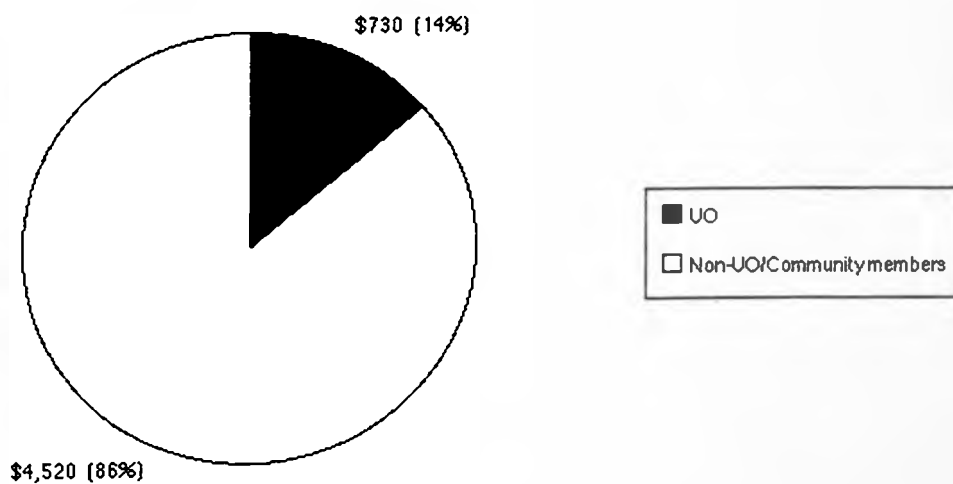
Information

You can find information about registration, housing, accommodations for the disabled, and travel by consulting the following:



Website: <http://darkwing.uoregon.edu/~program/conference/>
E-mail: nwrqc@gladstone.uoregon.edu
Phone: (541) 346-3360



Figure 7. Attendance by Category.**Figure 8. Revenue by Attendance Category. \$5,250**

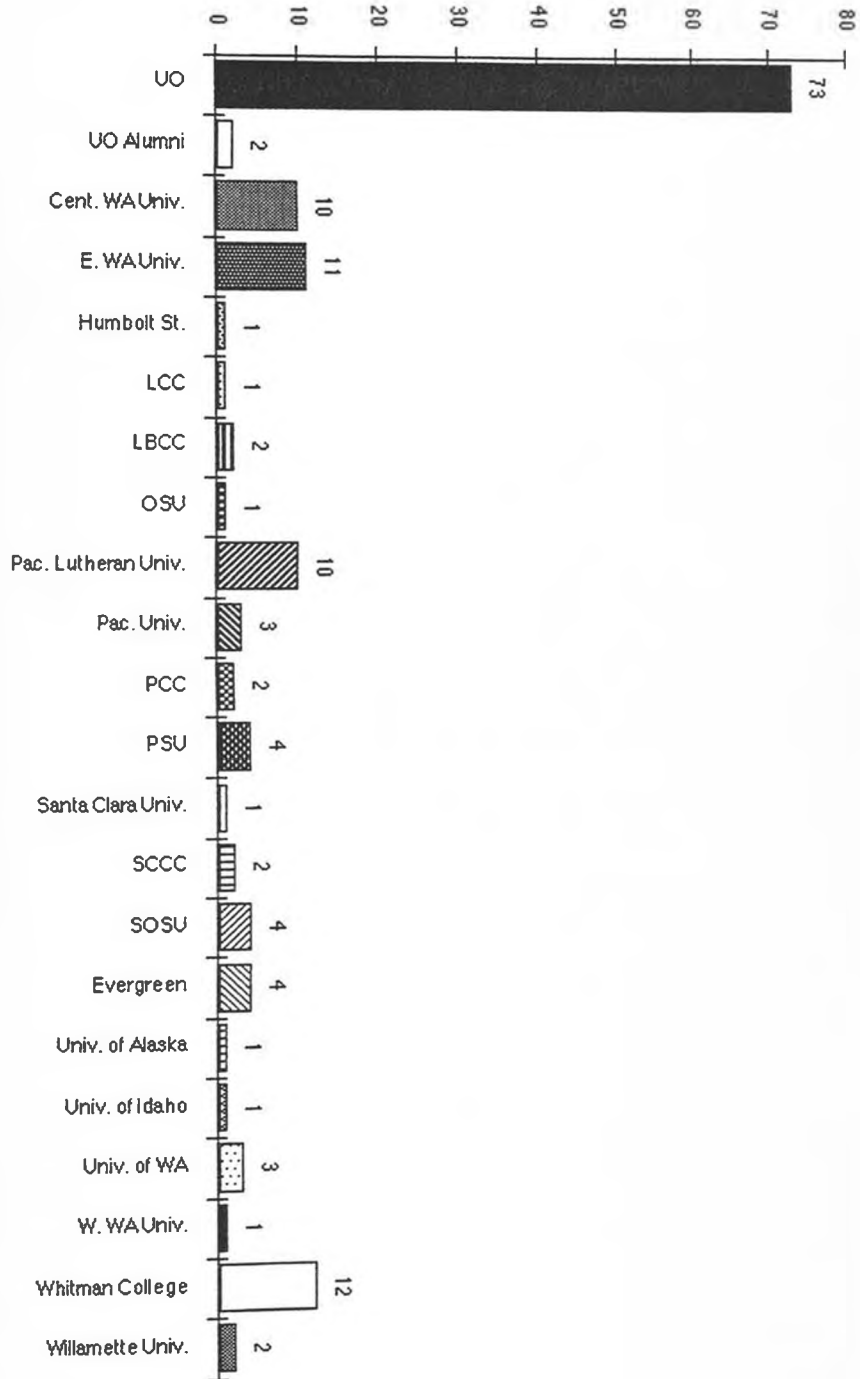


Figure 9. Conference Attendance