

## [Stick it where the sun DOES shine](#)

To be honest, I normally consider it a bit of a nuisance—that Post-it note on the newspaper that covers part of the headline or information on the masthead. But that wasn't my reaction yesterday. The latest [Democrat and Chronicle](#) Post-it represents the kick off to the final phase of our public relations and marketing push for next Saturday's [Imagine RIT: Innovation and Creativity Festival](#).



Now merely five days away, [Imagine RIT](#) promises to be a rousing spectacle that tops even last year's successful debut. Since this is only its second year, it would be foolish to assume that a lot of people outside the campus community are fully aware of RIT's annual right-brain and left-brain showcase. But we're sure working hard to change that.

In addition to our festival billboard, which I blogged about recently, TV ads have already been running for well over a week (in fact, look for it on this Tuesday's [American Idol](#)) and radio spots are scheduled to saturate the airwaves this week. Print ads now appear in a variety of local publications, and a back-lit diorama greets visitors at Greater Rochester International Airport as they take the escalator down to claim their bags.

Also this week, look for preview features during local TV news, particularly from our sponsors at [R News](#). And [13WHAM](#) will be on campus Friday morning providing a live preview that shows off the variety of this year's exhibits.

Of course, many of us on campus are doing what we can to spread the word among our friends and family. And let me also give a shout out to my colleagues in [RIT Publications](#) who produced this amazingly cool promotional video that's sure to knock you over:

### [Dominoes Everywhere](#)

So if you haven't already, take that Post-it off yesterday's newspaper and put in on your refrigerator or someplace that's sure to remind you to join us this Saturday. I'm telling you, you'll be glad you did!