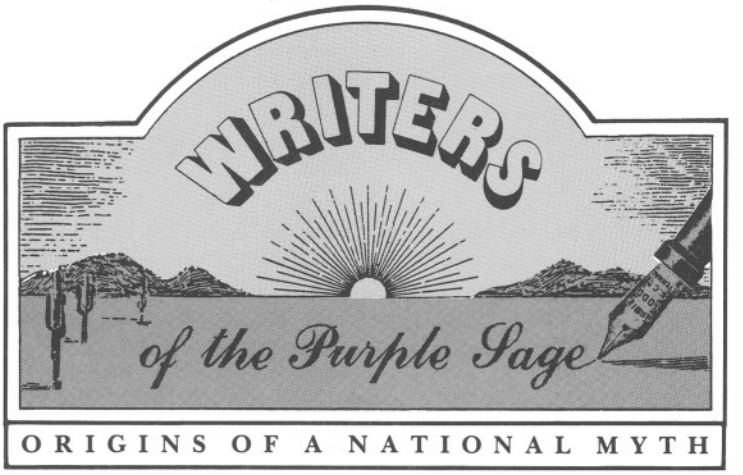

PUBLICITY MATERIALS FOR PUBLIC PROGRAMS

To help publicize your programs, four tools are included:

1. A *program flyer* with a space left for you to insert your program information and which can be taken to the local printer for reproduction in quantity.

2. A *bookmark* which can be used as a handout and which can also serve to publicize the project. This too is camera-ready and can be taken directly to the printer.

3. A *slide* of the "Writers of the Purple Sage" project logo (in the "Out West" portfolio only) and a sample 20-second *public service announcement* (PSA), both of which can be hand delivered to local TV station(s) along with your specific program information. The PSA director will develop an announcement to be broadcast about your program(s).

4. A sample *news release* which explains the project and each major topic, and can be adapted to include specific program information. It can be sent to newspapers, radio and TV stations, and other avenues for publicizing programs, such as local newsletters.