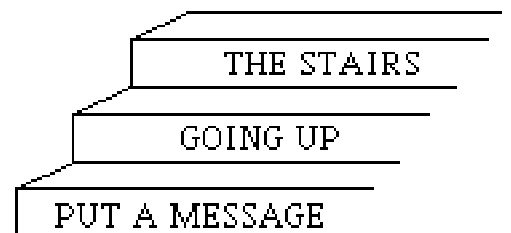
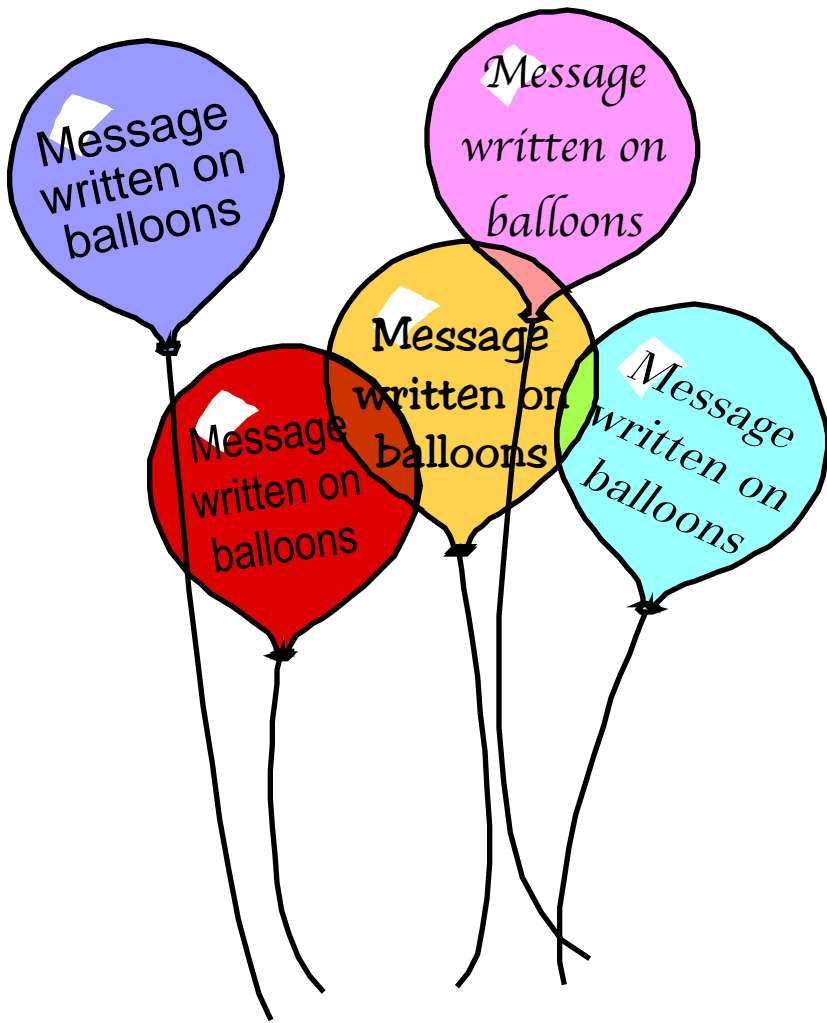
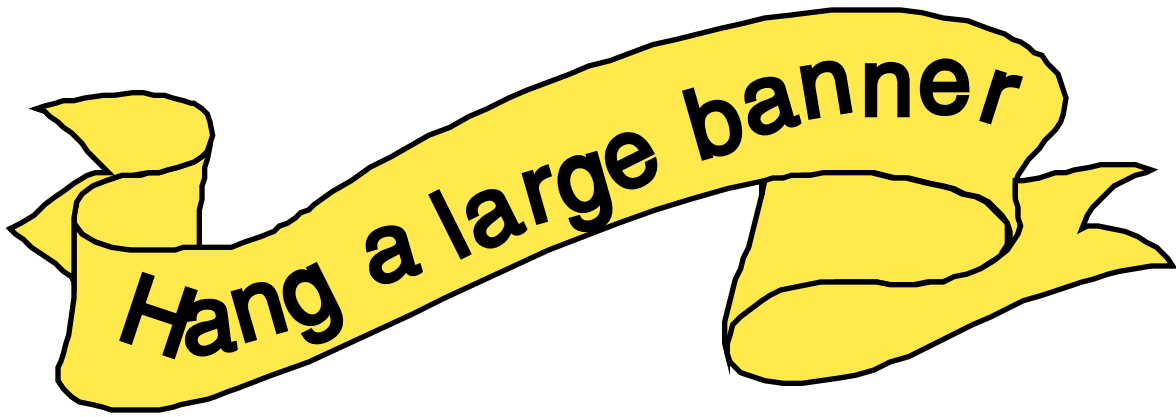


Skit or short drama at lunch or on a school TV program



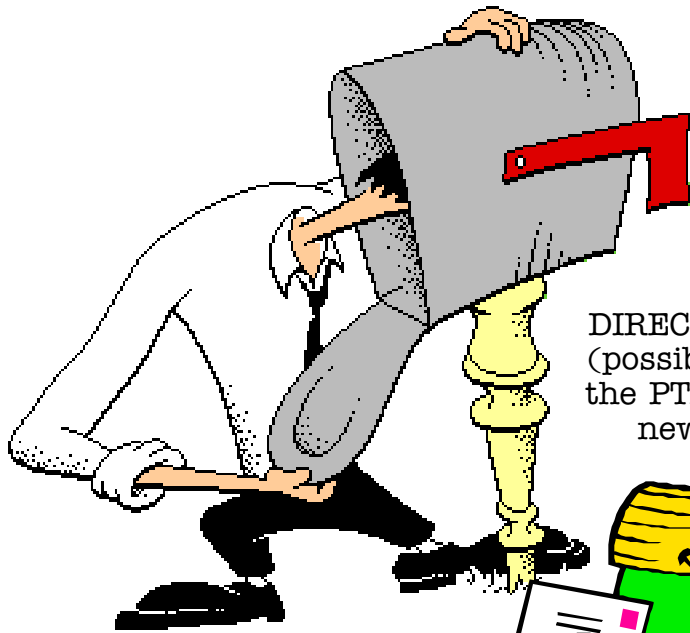
keep a web site up to date with the latest news



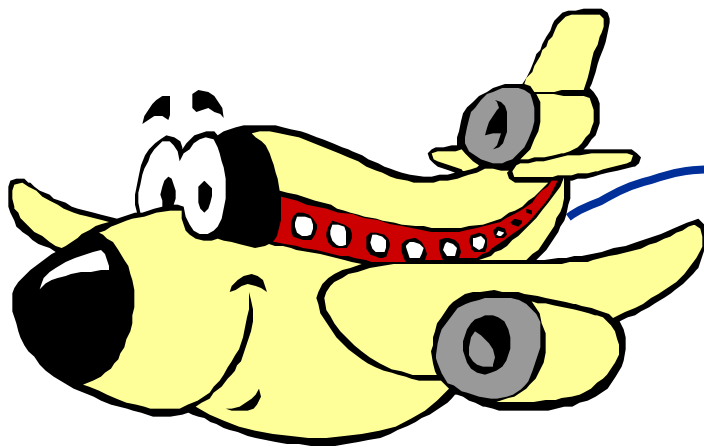
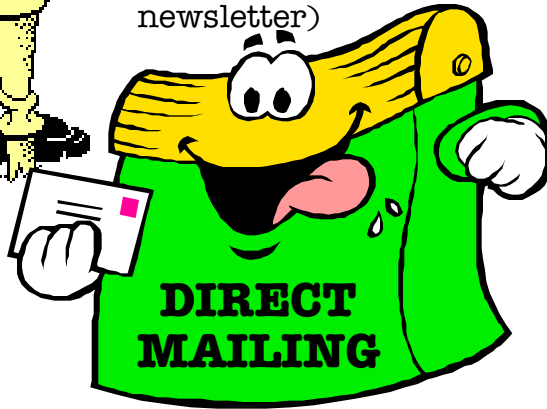


Telephone tree....have 8
people call 8 different
people on 8 different days...





DIRECT MAILING
(possibly through
the PTA or school
newsletter)



airplane banner (*who has this kind of money???*)



be creative

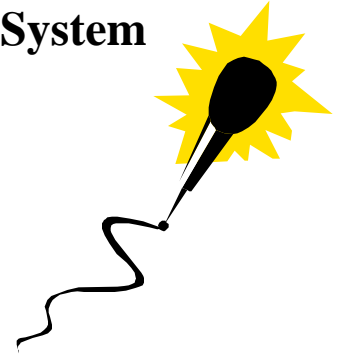




Factors to Keep in Mind...

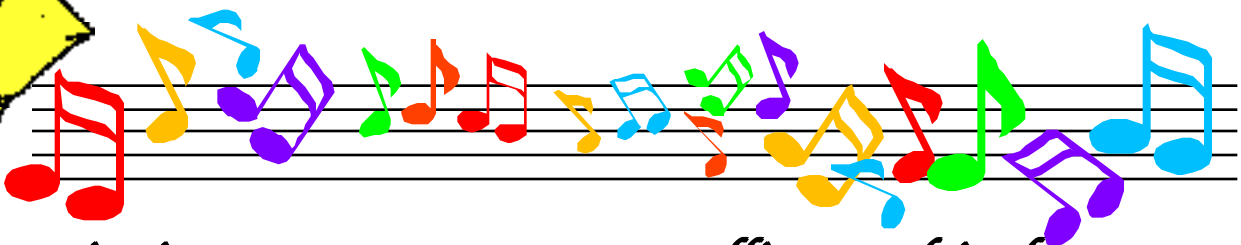
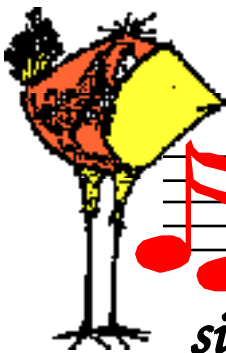
- time
- cost of materials
- availability of materials
- ability of person creating the publicity
- target audience
- appropriateness of technique
- which techniques were used recently

Public Address System

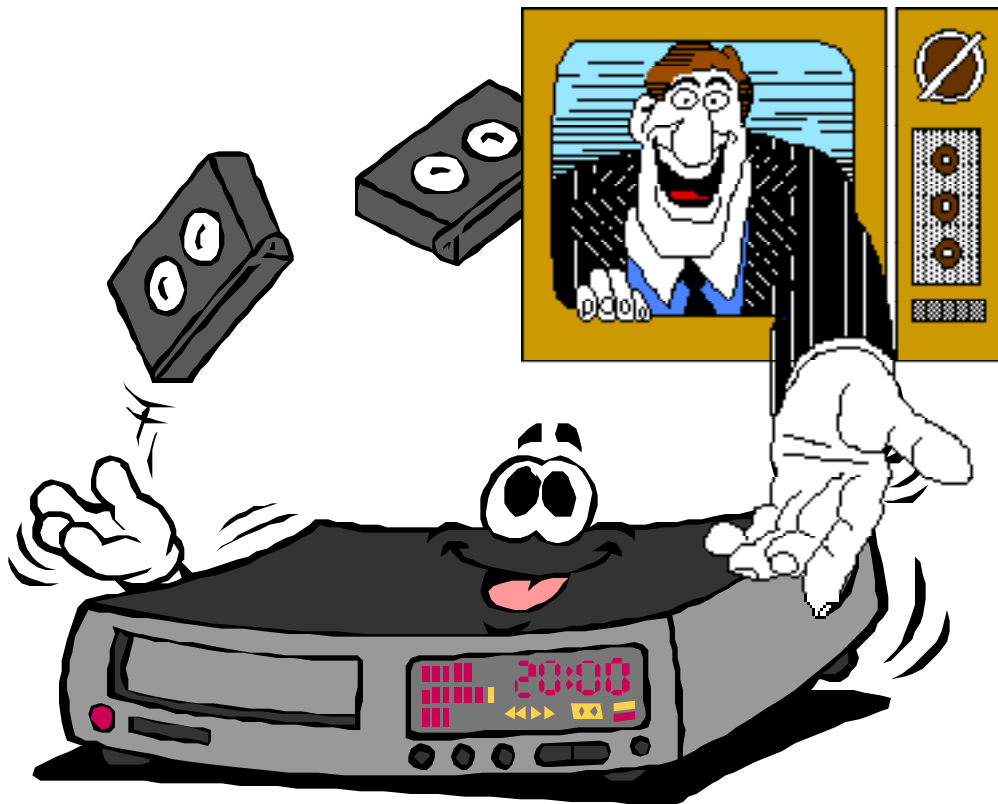
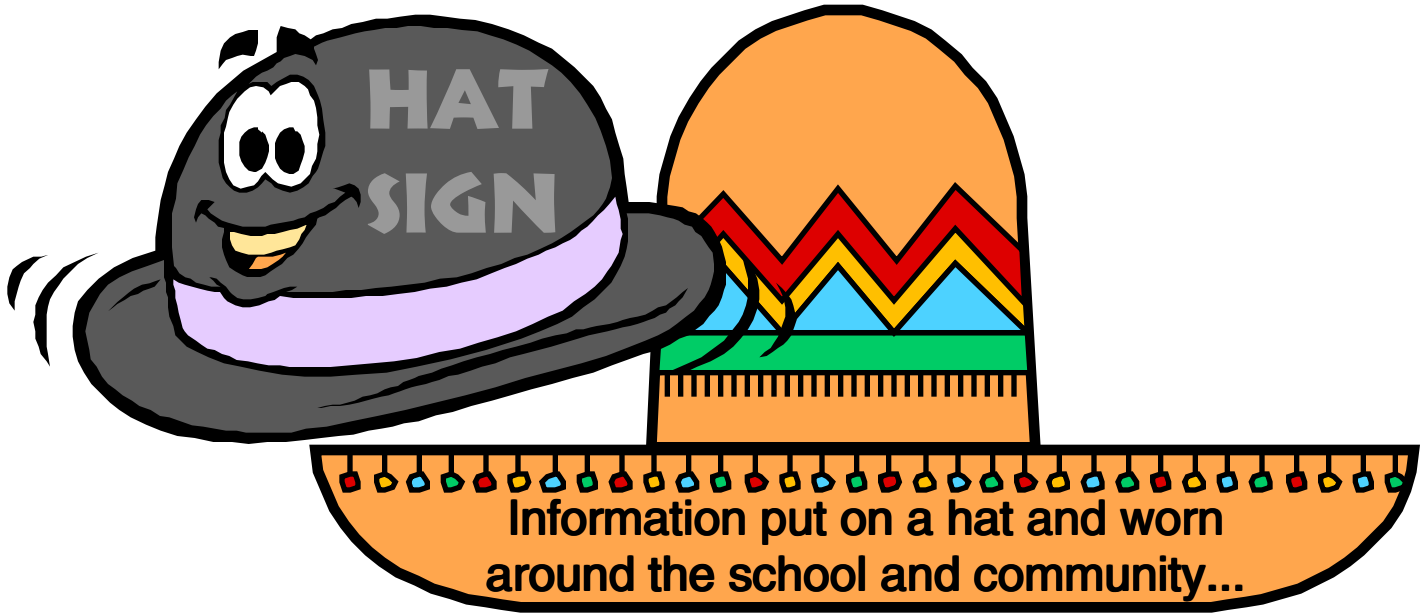


PRINT

- flyers
- brochures
- surveys
- weekly memos



singing announcements....strolling madrigal group...



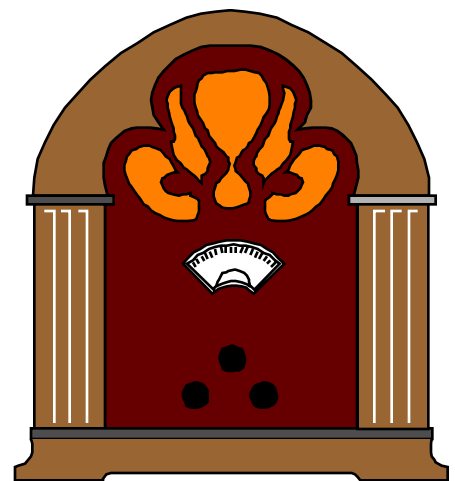
make a video to be shown on the school TV show or local TV station



word of mouth



Carry around
signs...dress up for
added attention!



**Public Service
Announcements on
Local Radio**