

**Intellectual Climate Committee
Recommendations for Advertising**

- Send a letter of introduction and poster to universities in North Dakota, western Montana, eastern Minnesota, southern Canada, Wyoming, and northern South Dakota
- Send a letter and several postcards spaced across several months to area middle schools and high schools
- Send postcards, letters, or posters to museums, libraries, chambers of commerce, or county offices so that they can place announcements in their publications or display posters in their buildings
- Ask Neuman Signs if the company might donate billboard space to a nonprofit organization; ask a company or organization to contribute the cost of the sign and labor
- Call or send postcards presenting public service announcement information to radio stations, television stations, and newspapers locally and regionally
- Write a press release and ask reporters at the newspaper, private radio or television stations, or public radio and television to conduct an interview with a member of your group or the central figure of your event
- Appear on noon shows at television stations (KXMC and KMOT)
- Contract a television station to complete a commercial
- Place posters at businesses and organizations locally and regionally
- Conduct an educational outreach at Dakota Square or other area malls