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Publicity Plan for An Endless Skyway

Caryn Mirriam-Goldberg

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Denise:

- Will invite Haskell students and help with publicity in town
- Will write press materials and such with Caryn

Caryn:

- Call KC Star contact ahead of time.
- Contact LJW, Wichita paper
- Will send Walter contact info. for Kaye McIntye (KPR)
- Will send Walter Kansas regional press
- Will work with KAC on email blasts and other ways to promote event
- Will give info. to Lawrence Public Library, the Raven and other sponsors who are helping with publicity
- Will write press materials and such with Denise and make a flyer

Walter:

- Send out press releases and announcements to local press for each poet laureate and regional press: Early December and early February
- Will call St. Louis and other papers close to the event.
- Will look up media for Missouri, southern Nebraska, northern Oklahoma
- Will follow up with TV and radio coverage

Marilyn:

- Poets & Writers: will call someone
- Will put something in the Writer magazine

Everyone:

- Distribute flyers
- Give media stuff to any public relations dept. of colleges/universities, etc.

Work-Study:

- Mary will look into getting students there
- Denise will give scholarships to some Haskell students
- Caryn will contact KU