

Public Relations Material SITES Provides for *Produce For Victory*

The best strategy for publicizing the tour of *Produce for Victory* is through a three-pronged approach. SITES focuses on the national media outlets, state humanities councils cover the statewide media, and the rural communities work with their local outlets.

To assist you in your statewide publicity efforts and the rural communities in theirs, SITES will provide the following publicity tools:

- **Project Press Kits**
 - National press release
 - Black and White photographs (or color slides available upon request)
 - Sample News releases for state and local use (available on disk)
 - Project fact sheet with organizational, curatorial background information
- **Camera-ready Logos**
 - Organization/Funders logos provided to state council and to each rural community to maximize visibility
 - Smithsonian logo stat sheets to use along side your state council logo on any printed material
- **Outdoor Banner**
 - One multicolored, outdoor banner featuring state council name and credits listing national organizers and sponsors
- **Radio-ready Public Service Announcement**
 - PSA with script so announcers can name the state council as the sponsor and tell dates and location of exhibition
- **Posters**
 - Full color promotional poster with state council credit (350 per state— 50 per community and 50 for state council use)
 - Size: 24" x 18"