4) PUBLIC OUTREACH CAMPAIGN- this is a rather simple idea which can , given the resources of the Committee be expanded on. Basically, it involves the distribution of a many flyers, to as many people as possible.

TIMELINE: CONTINUALLY

MATERIALS NEEDED: A easy to read, (factual, but not bogged down with facts), two sided designly designed, with graphics, tear-off, and the Committee's address and phone number- LEAFLET. (Almost forgot, once again we will need MONEY to print the flyer)

DISTRIBUTION: a) Selected "t" stops
b) At all upcoming events
c) through the mail, asking a specific number of groups to include it their next mailing. (Once you get an endorsement of any group, the first request might be to include the piece in their next mailing.

IMPLEMENTATION: EVERYONE--- but only a small group who does the writing and lay out.

COMMENTS:

A public Outreach campaign could include alot more, for example:

a) Getting a speaker at all appropriate upcoming events.

b) Taking out ads in the Phoenix or smaller community papers

c) Buying bill board space or sign space on the "T"

d) Designing and printing a 11" x 17" poster which could be distributed (in legal places) throughout the city, or in a certain part of the city.

Note the list could go on, it depands on our resources and our priorities.