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Letter regarding three 30-second public service announcements

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University of Montana

Office of University Relations • Missoula, Montana 59812 • (406) 243-2522

March 1, 1983

Dear Program Director:

Enclosed are three 30-second public service announcements designed to inform high school students and their parents in your area about UM Days at the University of Montana. Also enclosed are two 30-second general University promotions and some bare copy in case you can't use our tapes.

We are inviting high school students around the state to visit the UM campus April 11-13. They will attend classes, meet with faculty advisers and have a chance to compete for over \$32,000 in scholarships.

We have included a news release about UM Days sent Feb. 25 for background information, and outcues for each of the spots are listed below:

- 1) "Take it" (music out)
- 2) "Totally"
- 3) "T-shirt" (music out)
- 4) "Present and future"
- 5) "59812" (music out)

We would greatly appreciate all the publicity you could give us now through April 8. This is especially important this year because students who register early will get a free UM T-shirt. If you have any further questions or if I can be of any further help, please contact me at 243-2522.

Sincerely,

Virginia Vickers Braun