

How can I promote a special program promoting my western-themed book to schools?

Q: I have developed a special presentation to promote my book on Wild Bill Hickok. How can I promote this program to schools?

I suggest you contact schools in cities or regions that feature prominently in your book, or relate in some way to Bill Hickok's life. You may also want to check Chase's Annual Events, a book that lists regional events, including those celebrating cowboys and the Old West. Write to schools in those communities and ask if you can get involved in local events.

To help explain your presentation, you can develop a separate promotional brochure with a western theme that explains how you can "bring the Old West to the classroom". Discussion topics might be, "Fact and Fiction about the Old West", "Who were the real heroes?", and "Searching for Clues about the Old West". 8:9/93