

Text for Ad 1 (for women only):

Are you concerned about education policy in your state or local area? DID YOU KNOW THAT WOMEN MAKE UP 74% OF ALL MICHIGAN EDUCATORS, BUT ONLY 23% OF LAWMAKERS? Michigan needs women like you to stand up and make your voice heard!

Text for Ad 2 and 3 (for both men and women):

Are you concerned about education policy in your state or local area? Want to do something about it, but not sure if you're qualified? YOU'RE MORE QUALIFIED THAN YOU THINK! Let us help you get your foot in the door!

Text for Ad 4 and 5 (for both men and women):

Are you concerned about education policy in your state or local area? Michigan needs people like you to be the future leaders in your community. ENGAGE BATTLE CREEK IS A GREAT WAY TO GET STARTED!

Image for all ads (found on the IPPSR webpage: <http://www.ippsr.msu.edu/news>):

