



Q: What is the *Palm Springs Area Survival Guide*?

A: The *Palm Springs Area Survival Guide* (PSASG) is a free, interactive Web-based publication designed to uncover the secrets and dispel numerous myths about Palm Springs and the Coachella Valley commonly found in mainstream media publications (i.e. newspapers, glitz and glamour magazines, trade & travel magazines, etc.).

The PSASG provides honest, straight-forward reporting on issues of importance such as personal health and safety, saving money, and avoiding rip-offs. The *Palm Springs Area Survival Guide* is a must read for every visitor, resident, and area professional.

Q: Why is a survival guide necessary?

A: The mainstream media often mislead the public on issues relating to the Coachella Valley economy, tourism, real estate, health care, education and numerous other topics. The purpose of the *Palm Springs Area Survival Guide* is to provide the public with informative, discerning articles by knowledgeable area professionals whose views and commentary would normally not be published in the mainstream media. The PSASG will also provide a forum for comments and opinions from the general public through Web polls & questionnaires.

Q: How is the *Palm Springs Area Survival Guide* different from other publications such as *Palm Springs Life Magazine*?

A. *Palm Springs Life Magazine* is a “glitz and glamour” publication that in some media circles has become the gold standard for Palm Springs print media. This monthly publication features mostly retail advertising, society and entertainment news reportedly for the area elite¹. By contrast, the *Palm Springs Area Survival Guide* is a “facts of life” publication for all consumers, not just the valley aristocracy.

Q: What is the mission of the *Palm Springs Area Survival Guide*?

A. The threefold mission of the *Palm Springs Area Survival Guide* is to increase public awareness, promote consumer advocacy, and provide honest, straight-forward reporting on issues of interest and importance to visitors, residents, and professionals of Palm Springs and the Coachella Valley.

Q: Will there be advertising in the Survival Guide?

A. Yes. Advertising will be accepted during the second phase of publication. The goal for the first phase is to establish the guide’s format, name recognition, and readership. Only those advertisers meeting the *Palm Springs Area Survival Guide*’s Standards of Acceptance will be provided the opportunity to purchase advertising space. These standards will be published at a later date.

Q: Who publishes the PSASG?

A. The publisher of the *Palm Springs Area Survival Guide* is Patricia El Sharei, a 19-year resident of Palm Springs with over 18 years of experience in business and over 20 years in education. Ms. El Sharei holds a Bachelor of Science Degree from Western Michigan University in Kalamazoo, Michigan, and a Master’s Degree from Pepperdine University, Los Angeles, CA.

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1 <http://www.palmspringslife.com/media/Palm-Springs-Life/Advertise-with-Palm-Springs-Life/PSLReaderProfile.pdf>