

4. PUBLICITY AND ADVERTISING

Adequate accommodations for news photographers and reporters should be reserved close to the speakers' stand.

We suggest as suitable local publicity (1) Editorials in local newspapers, (2) Spot news in local newspapers and on local radio station programs, (3) Congratulatory messages.

Extreme caution should be exercised in all publicity against revealing any matters such as rates of production, item costs, secret equipment, number or names of employees and other material that might aid the enemy. Care should be taken to prevent photographing of any restricted materials or industrial processes.

If there is the slightest question whether material for local use should be used, you should submit it for checking in advance of publication to the Public Relations Officer assigned to help you with the ceremony.

All material designed for national advertising or publicity must be submitted in advance to the Review Branch, Bureau of Public Relations, War Department, Washington, D. C., for clearance.