

YOUR FIREPOWER CARAVAN COMMITTEE

1. Who should be in it?

Maybe your Firepower Caravan Committee is built around a War Committee that's been organized for a long time -- knows all the ropes.

Maybe it's a new committee - a little bit puzzled as to how to get things going. If it's the latter, here are a few suggestions.

Among other civic leaders be sure your committee includes -- if possible -- representatives from the local papers (editor or publisher); manager of the local United States Employment Service office; commanding officer and manager of the ordnance plant; a man and a woman from your town who works at the plant, and not in a white collar job; a prominent merchant; the head of one of your women's clubs; a farmer.

2. What should they do?

The committee should have two main aims.

- a. To make everybody in the community turn out for the showing of the Firepower Caravan.
- b. To make everybody aware of the need for workers at your particular ordnance plant.

The chief aim of this portfolio is to help your committee accomplish these aims. On the following pages are a series of publicity aids. If sub-committees are set up, each responsible for seeing that certain of these publicity aids are used, you will have gone a long ways toward making the program a success.

These publicity aids include:

- 1) A proposed communique from General Somervell
- 2) Suggested news release for the local papers
- 3) A pattern editorial for the local papers
- 4) Two pattern letters from ordnance workers for use in Vox Pop Columns
- 5) Pattern advertisements for local stores and businesses
- 6) Suggested window displays for local stores
- 7) Radio spot announcements
- 8) Sound truck announcements
- 9) Sample talk for local business club
- 10) Sample talk for local women's club
- 11) Suggested layout and message for a billboard
- 12) Suggested layout and message for a handbill
- 13) Layouts for car stickers and window stickers