

This table shows that over one-third of the men are entering only one sport and participating in only one contest. As intramural workers it is our object to try to lessen this percentage by interesting the men in more than one sport. We feel that this can be done through better promotion.

A good program is the best type of promotion that can be found. The colleges, perhaps are better equipped to offer a more satisfactory type in intramural program than the secondary and elementary schools, because of better financing, better facilities and a larger teaching staff. Many educators on the secondary and elementary level, however, are realizing the importance of intramural athletics and are doing all in their power to see that their programs are being developed. It is up to us, as intramural enthusiasts to see that a sound program is organized and having been organized, extended to reach the greatest number of students possible.

Some devices that aid in promoting activities include home room notices, articles in the student papers, illustrated announcements on well-placed bulletin boards in locker rooms, and intramural publicity in the year book.

PUBLICITY

Publicity is an important phase of the intramural program. One of the first things that should be done by the director is to organize a publicity bureau within the department whose duty it is to see that all the necessary information regarding the program is made available to all the students and publications. This bureau may be composed of one or more members whose qualifications are interest, ability to write, and the recognition of a news story. If there is a school paper, an intramural column should be created to give all the information that is of importance to the student body. If there is no school paper, the bureau should cooperate with the local newspapers to see that the intramural news gets to them.

One of the first duties of the bureau should be publication of a calendar for the year. This calendar should list all of the events that are to be included in the program for the year and the date of each event. This calendar could be printed in the school paper or be mimeographed and distributed to home rooms and placed on bulletin boards.

Below is an intramural sports calendar that is being conducted by the Municipal University of Wichita, Kansas.

SCHEDULE OF INTRAMURAL SPORTS 1939-40

Fall Season	Type	Entries Close	Play Starts
Soccer	League	Sept. 22	Sept. 26
Tennis (singles)	Elim.	Sept. 22	Sept. 25
Tennis (doubles)	Elim.	Sept. 22	Sept. 25
Touch Football	League	Oct. 17	Oct. 19
Handball (singles)	Elim.	Nov. 16	Nov. 20
Handball (doubles)	Elim.	Nov. 16	Nov. 20