

P U B L I C I T Y

Chairman--Mrs. E. L. Jenkins
1815 West Sixth, Topeka, Kansas

WHY-

1. To Develop an understanding of parent-teacher movement.
2. To give membership an interest in the activities.
3. To give authentic news of activities to the general public.

WHEN-

1. Precede activities with notices giving time, place and committee.
2. Report activities immediately, giving degree of success and future policies and developments.

WHERE-

1. In HEADLINING activities sent to local newspapers.
2. In news bulletins, posters, bulletin boards, exhibits, and programs.
3. In special newspaper columns, radio, motion picture, and speakers.

HOW-

1. Learn the facts about movement. Know the objects, policies, program of work, and the history of P.T.A.
2. Learn the art of news writing, and other publicity devices.
3. Learn to cooperate with local reporters and P. T. A. contributors.
4. Learn that news to be read must be timely, interesting, accurate and brief.
5. Learn to use all available material in Parent-Teacher Manual.
6. Learn to FEEL the importance of your work. It is a vital part of the success of your organization. Always be available, interested, and courteous.
7. Learn to enjoy your work for the greatness of the cause it represents.