

Publicity--Mrs. E. L. Jenkins

PUBLICITY RECORD BOOKS

WHY-

A valuable record of activities for reference, basis of work, and display.

WHEN-

Through the months of P. T. A. activities in chronological order.

WHERE-

For use in local units, district meetings, and state conventions.

HOW-

The state requirements will be as follows:

1. COVERS- Durable, with name of unit, city, district and state.
2. INDEX- On first page of book. If in sections, index each section.
3. ARRANGEMENT- In chronological order in each section.
4. CONTENTS- Newspaper clippings, published photographs, invitations, announcements, programs, yearbooks, miniature posters, and radio publicity.
 1. Inside publicity- that which comes from unit to membership.
 2. Outside publicity- local newspapers and other channels.
 3. All publicity should be dated and source of publication given.
5. DISPLAY- A display of record books will be held at the State Convention and credit given each book.
6. USE- The publicity record book should be constantly used for reference by the Publicity Chairman as a basis for improving her work. Back files may reveal many successful projects which may be tried again. It should be filed and passed on to the Publicity Chairman's successor or kept available on the Unit Book Shelf.

Your State Publicity Chairman urges you to contact her whenever she may be of assistance, and asks that you report interesting meetings and events to her during the year.

Your District Director should receive your publicity items for the Kansas Parent Teacher Magazine.