

ROTO TABLOID—Four-page pictorial tabloid with outside dimensions of 10³/₄" x 15¹/₂". It will picture dramatically Red Cross services having special War Fund appeal, with brief descriptive text. Effective as a Sunday newspaper insert if this can be arranged with local publishers, but to comply with postal regulations such distribution must be limited to deliveries by carrier or other copies not forwarded through the mail. It also may be distributed through other channels. Also especially valuable to fund workers as a visual aid in solicitation.

NOTE PLEASE: The **INFORMATION LEAFLET, FACTS**, and the **ROTO TABLOID** must not be made public before January 1, 1944, nor released for public use too far in advance of the opening of the local campaign.

RED CROSS COURIER—The February issue will be a special War Fund edition.

PUBLICITY SUPPLIES

The local publicity of the chapter will be supported by a carefully planned national campaign handled by the Office of Public Relations working from Washington and the area offices.

Press, wire services, news and photo syndicates, radio, magazines, and theaters will be used extensively to publicize the War Fund appeal.

The Office of Public Relations also furnishes supplementary material to chapters to aid in their local publicity. Some of the principal features of this year's publicity programs, to which others may be added, follow:

NEWSPAPERS

FEATURE SHEET—In addition to the "spot" news stories issued by the national organization to all national news agencies, a series of news stories, feature articles, editorial cartoons, picture mats, and special War Fund material will be furnished to the chapters sometime before the campaign in the form of a clip sheet of several pages called the *War Fund Feature Sheet*. Much of this material will be written with a view to ready localization, and material will also be supplied for special sections of newspapers. The picture mats and editorial cartoon mats will be numbered so that copies may be ordered.

RED CROSS NEWS SERVICE—The national clip sheet will be issued weekly beginning one month before the campaign and continuing through March. The *News Service* will carry stories and features of a more timely nature than contained in the *War Fund Feature Sheet*. Several issues will be devoted exclusively to timely mats of news pictures which may be ordered from the area offices. Stories in the *News Service* should be adapted for local use and also made available to the Speakers Bureau.