

RED CROSS WAR FUND PUBLICITY CHECK LIST

(Check yourself on these:)

FACTS

- 1. Distribution to key people in chapter? ()
- 2. Copies to Speakers Section? ()
- 3. Copy to news editors and radio stations? ()
- 4. Copy to library? ()
- 5. Copy to clergy? ()
- 6. Copies to organization heads? ()
- 7. Copy to civic leaders? ()

ROTOGRAVURE-TABLOIDS

- 1. Arranged for carrier newspaper distribution? ()
- 2. Arranged for house-to-house distribution by Junior Red Cross ()
- 3. Made available as enclosure for large mailings? ()
- 4. Distribution to audiences? ()
- 5. Display on public windows and bulletin boards? ()
- 6. Distribution to doctors' offices, factories, club rooms and similar locations? ()

INFORMATION LEAFLET

- 1. Made available as enclosure for mailings? ()
- 2. Provided as newspaper insert for carrier circulation? ()
- 3. Distribution at churches, theaters, railroad stations, etc.? ()

WAR FUND FEATURE SHEET

- 1. Distribution to speakers? ()
- 2. Provided to newspapers, house organs, and other local publications? ()
- 3. Copies to radio stations? ()

NEWS SERVICE SHEET AND OVERSEAS NEWS SHEET

- 1. Provided to speakers, news editors and radio news editors? ()
- 2. Use for display purposes? ()

WINDOW DISPLAYS

- 1. Extensive use of Red Cross action photographs? ()
- 2. Complete window display units? (Available through Color Print, Milwaukee, Wisconsin) ()
- 3. Use of sepia photo enlargements available through Area office? ()
- 4. Use of local production items, Junior Red Cross, and Volunteer Special Services materials? ()
- 5. Posters prepared in schools? ()
- 6. Distribution of War Fund posters through local advertising group and retailers' association? ()
- 7. Solicitation of retailers for window space? ()
- 8. Build windows around Red Cross magazine covers and special feature articles and layouts? ()
- 9. Make photo enlargements of pertinent Red Cross quotations, excerpts, or pictures? ()
- 10. Use Red Cross Courier as window display theme dramatizing activities of war service program? ()
- 11. Make up special display panels emphasizing Red Cross news, features, etc.? ()