

PRESS MATERIAL

- 1. Rewrite stories from:
 - (a) Red Cross Overseas News? ()
 - (b) Red Cross News Service Sheet? ()
 - (c) PUBLIC INFORMATION SERVICE? ()
 - (d) War Fund Feature Sheet? ()
- 2. Distribution of news mats to newspapers, house organs, etc.? ()
- 3. Use of sponsored advertising proof book and mats? ()
- 4. Solicitation of potential advertisers? ()

MOTION PICTURES

- 1. Check with theater managers on showing at "At His Side"? ()
- 2. Purchase or rental of "At His Side" for community showings? ()
- 3. Purchase or rental of Red Cross Newsreels for community or group showings? ()
- 4. Purchase or rental of other Red Cross films? ()

SPEAKERS

- 1. Scheduling March appearances before important organizations? ()
- 2. Appeals at theaters or other congregations? ()
- 3. Providing speakers for church, school, club, and other group meetings. ()
- 4. Arranging for qualified speakers on radio? ()

PLUS SUGGESTIONS

WAR FUND ENDORSEMENTS

- 1. Run one endorsement each day of March in editorial page or front page box of newspaper.
- 2. Use endorsements as basis for radio station plugs.
- 3. Provide endorsements to speakers of merit outside Red Cross.
- 4. Provide to newspapers as "column fillers."
- 5. Provide to advertisers for insertion in display advertisements.
- 6. Reproduce for posting on bulletin boards and windows.

NATIONAL RADIO

- 1. Use radio stars' pictures as basis for window display to publicize national radio programs on Red Cross. (Pictures may be obtained from local radio station.)
- 2. Pick up quotes on Red Cross as used by notables on radio and display with photos.
- 3. Publicize local programs, "Service Unlimited," and network shows extensively.

MISCELLANEOUS

- 1. Essay contests on Red Cross in schools.
- 2. Prepare short human interest stories on incidents occurring during the campaign for boxed feature item each day in newspaper.
- 3. Campaign "kick-off" meetings, parades, etc.
- 4. Display of Red Cross flags in business district.

(For additional suggestions see January 28 issue of PUBLIC INFORMATION SERVICE.)

Copy - War Fund Chairman
Public Information Chairman

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