

PUBLICITY IN A COMMUNITY RECREATION PROGRAM

NEED FOR GOOD PUBLICITY:

Good publicity is essential for the successful operation of a community recreation program in order that the public may be informed of the activities and service available for their consumption.

TYPES OF PUBLICITY:

Local newspapers are interested in securing information about the activities and will print the schedules of games, tournaments, the calendar of activities, special events, and will make announcements of interest to local readers. If radio stations are available they are generally willing to give time to similar announcements as well as discussions about the program. Bulletin boards must be arranged for every center and should inform the public about the daily and weekly programs as well as forecast special programs of interest. Attractive posters can be used to advantage, are fine means of informing the public of project activities. If a practical demonstration is used with the exhibit, more interest can be created for the activities. In many cases, local organizations have requested the personal appearance of recreation supervisors before their clubs to discuss the accomplishments of the recreation program. Special events, such as playground days, carnivals, open house at the centers, etc., are fine means of informing the public of the activities included in the program. It is suggested that these special events be used as culminating events to regular activities.

SUGGESTED GUIDE FOR PREPARING AND SUBMITTING PUBLICITY: (News releases)

1. Place your name and release date in the upper left-hand corner of sheet.
2. Write no headlines - that is the editor's privilege.
3. Be familiar with the style sheet of the paper.
4. Never submit the manuscript in longhand.
5. Make no unqualified statements.
6. Make sure that names, addresses and titles are correct.
7. Deliver the story personally.
8. Use short sentences and and short paragraphs.
9. Carry the story in the first line to make attractive reading.
10. Get your copy to the newspaper on time.

Newspaper releases which involve policies of procedure and administration must be cleared in advance with the State Supervisor of Recreation in order that he can get the proper approval for the release. The best method of securing good newspaper publicity is to make it possible for the reporter to visit the activities and write his own story with your assistance in providing the correct information. Many newspapers prefer this method and do not care for releases.

FACILITIES, EQUIPMENT AND SUPPLIES

SECURING FACILITIES:

There is a great need for more and better facilities for recreational activities. The utmost care should be taken in