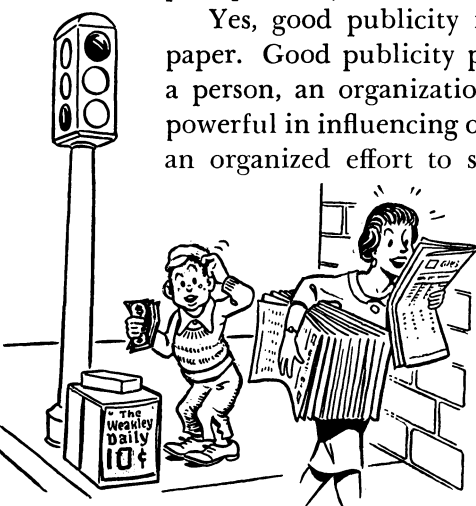


Good Publicity Is an Asset

DID you ever see your name in the local paper and find it quite thrilling? If this publicity was due to the fact that you were chairman of a prominent club, helped in a worthy cause, won a contest, or displayed some special skill, your family and friends were proud of you. No doubt your circle of friends increased and even strangers remembered you as someone of unusual merit. If your name was linked to an unfortunate or undesirable incident, you probably wished you could have kept your name out of the paper and could have prevented the act that prompted the poor publicity.

Yes, good publicity is more than getting your name in the paper. Good publicity plays an important role in the success of a person, an organization, and a company. Publicity can be so powerful in influencing opinions that most business concerns make an organized effort to secure good publicity and to avoid any publicity that might be harmful to the welfare of the business.

Publicity and propaganda are often confused in meaning. Both refer to informing and influencing the



Did you ever see your name in the local paper and find it quite thrilling?

public. The basic features of publicity are names, places, dates. Who said it? Who did it? Is it new? Is it news? Does it interest the public? The responsibility for the statement or act is given specifically to a person or a group. In contrast, propaganda does not carry specific authorship. Propaganda aims to influence people's opinions about an idea, a group, or sometimes a person. It may be for a worthy cause, it may be justifiable, but it is more intangible and indefinite than true publicity. The author of propaganda is usually an indefinite *someone*.

We live in a highly competitive world. In order to be known, to gain prominence, and to gain public acceptance, we must devise ways and means to reach a large public with good publicity.

Personal Publicity

You personally, can become a publicity agent for yourself, for your company, and for organizations to which you belong.

Perhaps you have never thought of working to gain good publicity for yourself. But when you are in business, you will become aware of the importance of selling yourself and your good behavior to your company.

There is a delicate balance between justifiable pride in your work as compared to an overestimation of your importance in the company; between acceptable ways of attracting recognition to your ability as compared to overbearing actions to gain the attention of top management.

Your efforts to do a creditable piece of work can be made known to your superior by your oral and written reports. Copies of letters or memos which you receive containing praise for your work may be sent to her. This is legitimate publicity for you.

There is keen competition within a company and no one is expected to hide her light under a bushel. You should aim to do the kind of work that justifies attention. In your daily contacts within your company, your personal appearance, your actions, and your friendliness can mean good publicity for you.

Do you have a good reputation for being cooperative, sincere, reliable, and competent? Do you participate in company social activities as well as in business meetings? This is good publicity.

In a large company, it is easy to become lost in the multitude. The person who gets ahead is the one who produces results and gets credit for it. But remember the fundamentals of good publicity for yourself as well as for your company. Good publicity must arise from true statements of facts and worthy actions. Remember the old adage, "You can't fool all of the people all of the time."

You might remember, too, that one way to win friends is to work hard, but not bore them by talking about it. To get good publicity you must work hard and let your reports, contacts, and actions speak for you.

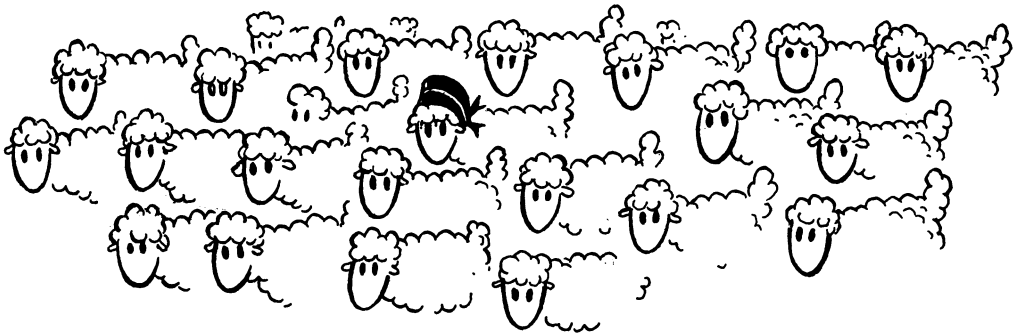
Publicity for the Company

As an employee, you can help gain good publicity for your company. In some positions you may play a very important part in publicity programs.

The Public Relations Department of a company usually directs the flow of publicity releases to the public through many channels. You may receive from this source notices of publicity which you, in turn, can pass on to your public.

The life blood of publicity is news, and people are the most interesting news to other people. Your company wants to gain honest, accurate publicity about its people, its products, and its services to the community and the nation.

News is anything that is interesting to the public. Good publicity is giving good news to the public.



In a large company, it is easy to become lost in the multitude.

Kinds of Publicity

There are many ways of getting good publicity, such as personal contacts in small and large groups; planned talks given at consumer and professional meetings; publicity releases sent to newspapers about products, services, or people; radio and television releases and personal appearances; films, booklets, and exhibits; publicity luncheons and other parties.

Personal Contacts

Even as a beginner, you can take part in good publicity for your company. Personal contacts are important means of telling good news to the public about the products, services, and people in your company. If you like your work and your company, you can spread good news. Your good judgment should caution you against repeating rumors or discussing with anyone outside the company any news that might prove to be harmful publicity.

Planned Talks

When you were in school, you gave talks before your class and other groups. Then you probably thought only of your pleasure or suffering at these appearances. When you are in business, you will find that more and more often you will have occasion to talk to groups in connection with your work, your professional contacts, or with some outside activity. Whatever your line of work, you may find that these talks to the public can become an important means of good publicity, not just for yourself but for your company. Whether a talk is for five minutes or an hour, you have an opportunity to influence the public and give a favorable impression of your company. In Chapter 13 suggestions are given for planning and giving talks.

Every public appearance offers an opportunity for newspaper publicity.

Publicity Releases for Newspapers

The responsibility for releases about products, policies, and people may be assigned to one person in your company, or to the Public Relations or Publicity Department. There is a code of ethics and established procedures for contacts with the press.

Before you attempt to send a release to a newspaper, be sure to ask if there is a person or department that handles company publicity. Today, in many companies, no one contacts the press personally or through releases unless trained for this work. That person understands the importance of good relations with the press and the philosophy of good publicity.

Perhaps your talk before a group has news value. If someone in the company writes publicity notices, you should give her complete information so that she can write a newsworthy story. If you handle your own publicity story, you will need to write out the important facts so as to include them in your story.

Here is a form that might be used for the basic information about your talk.

Request for Publicity for a Meeting

Writer of publicity:

Date of request:

Date of program or meeting:

Sponsor (organization):

Sponsor's representative contacted:

Other newsworthy names:

Type of group:

Is meeting open to public? (yes) (no) Free? (yes) (no)

Tickets available from:

Have you appeared before this group? (yes) (no) When?

Place of meeting:

Title and brief abstract of your talk or demonstration:

Special points, features, etc.

Publicity desired, type:

Suggested introduction for use by program chairman:

Release for newspaper:

Release for magazine:

Photograph:

Mats (number)

Glossy prints (number)

Send publicity to:

Name:

Address:

City:

Zone:

State:

Your name:

The example following shows a typical publicity release sent to a newspaper.

FROM: *Nutrition Department, Johnson Baking Company*
1130 State Street, Evansville, Indiana

"Nutrition for everyone" will be the subject of a talk by Jane Bolton, nutritionist for the Johnson Baking Company, at a meeting of the Lowry Parent-Teachers' Association at 8:30 p.m., Wednesday, January 9, according to Mrs. Adell Wyatt, Lowry PTA president.

Miss Bolton states, "Good nutrition is your business," and it is this theme upon which her talk will be based. The practical aspects of good nutrition and the dividends it pays in good health, good looks and good living will be stressed in her talk. She will show, too, how right foods can be easy to prepare and fun for the entire family to eat.

Colorful booklets illustrating Miss Bolton's talk will be distributed to all parents attending the meeting.

A graduate of Indiana University, Bloomington, Miss Bolton was on the staff of the National Nutrition Council before joining the Johnson Baking Company's Nutrition Department.

A news story must present a fact or series of facts and must give the source of the news. Who did it or will do it? Who said it or will say it? When? Where?

This is the attention-getting feature of the story and must be given in the *lead* or first sentence or paragraph. The five *W's* are the essence of publicity: *Who? What? Where? When? Why?* and sometimes *How?*

The news of next importance belongs in the second paragraph, and so on throughout the story. Newspapers are crowded for space and often cut releases. Keep the release short. Its length depends upon the size of the city. The larger the city and the newspaper the smaller *event* the meeting becomes. Give the news first, so any cutting will not kill your publicity.

Names are news. Perhaps your publicity will be more interesting to the readers if the first names mentioned are those of the club or organization president and the club she represents, with your name and affiliation given later as the guest speaker. This type of release is especially effective in the papers which give a page to news about clubs and organizations.

Your name and your subject may be important enough to

make the strongest impact. Remember, however, that you want publicity for your company, not for you personally. Your name becomes a tool to gain publicity for the company and its products or services.

Be sure to give complete names: first name, initial, last name, with titles and affiliations. Spell all the names correctly. Names are very personal, and misspelled names are irritating to most people. Give the correct title, as Mrs., Miss, Professor, Doctor. Add the address, too, so that the publicity carries authority.

Read the publicity notices in the paper you wish to contact. Note the style, the length, and the emphasis on names.

Does your publicity belong on the Woman's Page, or where? Write the kind of story that fits the plan of that page. If you can meet the editor of this section of the paper, you will be able to write the type of release she likes and will use.

The style of writing is so important that you cannot afford to disregard custom. Be sure of your facts. Keep the style simple. Avoid slang. Don't try to be clever. Keep the sentences short. Don't repeat words. Make the action move. Use strong verbs. Omit long descriptions and unnecessary adjectives. Tell your story briefly and simply. Then, *stop*.

A photograph may be sent with your release if you have a good business picture. This is especially true of smaller papers. If your work includes traveling, you may want to have mats made of your photograph so that you can offer the kind of picture most likely to be used.

Be sure your picture is good publicity. Consult your department head about what to wear, the pose, the kind of background, and the finish. In most cities, there are photographers who specialize in portraits for publicity. It is important to have the right kind for your work. The pose of a Hollywood star is not desirable for a businesswoman.

Some papers like action pictures. If these are used, do not send the same picture to more than one paper in a city. A portrait may be sent to several papers, however.

Send the release well in advance of your talk. Sunday feature pages are made up early; allow two to three weeks.

The Mechanics of Writing a Publicity Release

The mechanics of writing a publicity release should be followed, so that your story looks professional and gets attention.

Use 8½ x 11-inch plain white paper. Do not use the company letterhead. Always use a typewriter. Double-space and write on only one side. Avoid abbreviations.

Put your name, office address, telephone number, and the date at the top of the page. You may mark the release "For Immediate Release" or "Hold for Release . . . (date)."

Begin the story halfway down the page so that the editor can write a headline.

Leave ample room at the sides for editing.

If the release is more than one page, number the pages and write "more" at the bottom of the first page and "30" at the end of the story.

Most women's and club sections of metropolitan newspapers are prepared well in advance of the publication date. Therefore, for best usage, submit the story at least two weeks in advance of the week you wish it to appear. When in doubt about a closing date, ask the club editor.

Address the envelope to the club editor by name, if you have the name. If not, address it merely to "Club Editor."

Reporter Interview

Your talk may be reported by a representative of the press. Always take time to give a press representative an interview. If questions are asked you, answer them if you are qualified and are sure of company policy. Give the reporter facts about the subject of your talk or work. Spell out names and technical terms so that



You may be surprised to read later what the reporter thought you said.

the reporter gets an accurate account. Be sure of your facts. Always consider what members of your company will think when they read this publicity. Try to avoid too much personal history which may lead to a news story about you rather than the company. Sometimes you may be surprised to read later what you said or what the reporter thought you said.

Action Picture

A newspaper may send a photographer to take action pictures. Try to get a picture that will do credit to the company. If possible, include a package or other item that gives definite evidence of your affiliation. Don't try to be cute or clever. Do play fair with the press and you will get fair treatment in return. The press wants news.



Don't try to be cute or clever.

Abstract of a Talk

Sometimes you may be asked to prepare an abstract of your talk for publicity. This condensed version of a talk is especially desirable for technical papers. Select the facts of interest to the public. Give the main facts of your talk in about 50 words. Omit descriptive phrases. Use complete sentences and make the reading smooth. Try to omit technical words that will not be understood by the public. An abstract of a talk requires real skill in condensation, but it is an effective means of giving to the press an authentic report of a paper or an address.

Here is an abstract of a 30-minute talk given by Jane Robinson, Nutritionist, of the John Day Company.

The Protein and Amino Acid Story

The era of concentrated research for new vitamins, their food source and use in nutrition has been succeeded by an increasing amount of research on the important role played by protein and the different amino acids contained in different protein foods.

Researchers on Biochemistry and Nutrition now agree that at least ten of these amino acids are essential to good nutrition. Meat and other animal protein foods contain these essential amino acids and have a superior biological value. Animal proteins are used in pre- and post-operative cases and for ulcers, severe burns, and other cases where a rapid growth of new tissue is important. Meat is used in the diet of tiny infants. High quality protein is needed for the preschool child, the adolescent, and the adult. Complete proteins are important in diets for older people, too.

A recently established concept is that the essential amino acids are needed at every meal and that animal protein foods best fulfill this requirement for amino acids.

An Introduction for Your Talk

Few people have the gift of giving a good introduction for a speaker. Take with you a prepared introduction or send it in advance to the club chairman to make certain you are properly introduced. The introduction should make clear your association with your company, the field of your work, and the experience or training which qualifies you to speak on the subject.

Example of Introduction for Your Talk

Good nutrition is everybody's business. And an important business it becomes, too, when we consider the dividends of good health, good looks, and good living it pays for each and every one of us.

Our speaker tonight has a key to good eating for all of us. She is a graduate in nutrition from Indiana University. She has been a practicing nutritionist, first with the National Nutrition Council and now as a staff member of the Nutrition Department of the Johnson Company. It gives me great pleasure to introduce Miss Jane Bolton.

Radio and Television Publicity

Radio and television have become important media for publicity. When you enter the business field, you may be given an opportunity to appear on a radio or television program. The types of presentation are discussed in Chapter 14.

Time on radio and television is expensive. Those in charge of programs have a responsibility to the public as well as to the management of the station to police the programs. If you have an interesting story to tell and the ability to tell it, you may contact the person in charge of a special program. However, it is always better if the director of your department or someone in the Publicity Department writes to the person about you. If you are traveling, your visit may be of interest to the public. When you are invited to be a guest, your preparation must be made with great care. Never underestimate the responsibility of such a public appearance. Be sure your talk is good publicity and good public relations.

As Program Chairman

If you belong to a professional club, you may be on the program or publicity committee. In selecting a speaker, consider the possibility of publicity as well as the interest of the group. If your group is small, you may be able to get a sizable audience by opening the meeting to outsiders and by publicizing the speaker.

Before engaging a speaker, find out about her ability to interest the audience and to hold its attention. Unfortunately, some people who are well versed on a subject cannot give an interesting talk.

Write a letter to the speaker inviting her to address your group at a definite time. If she is not acquainted with the organization, give her a description of its aims, purposes, and membership. Be sure to ask what fee is charged or, if your group has no funds, state that the organization has no funds for fee or expenses. Be sure the question of payment is clear.

In these letters the fee and expense costs are clarified:

July 6, 19—

Dr. Vivian Reed

(Address)

(City)

DEAR DR. REED:

Many of us are still quoting from the excellent talk which you gave a few years ago at a meeting sponsored by the Federated Women's Club. Now I'm hoping you can again spare us some time for another inspiring talk.

We are holding our annual Business and Professional Women's Club convention here at the Beach Hotel on November 1, 2, and 3. We would be greatly honored if you would be our keynote speaker on Friday afternoon, November 2. The theme of the convention is "Tomorrow's Businesswoman." We know that whatever subject you choose, you will be an inspiration to these three or four hundred women who are active in many different lines of business.

If you can accept our invitation—and we truly hope you can—will you advise us of the charges?

We look forward to a favorable reply.

Cordially,

(name)

Convention Program Chairman

(Name)

(Title)

(Company)

(Address)

August 1, 19—

Dr. Vivian Reed

(Address)(City)

DEAR DR. REED:

Such good news! We're elated that you can be with us for our convention.

The schedule has been revised, since you indicate in your letter that it will be more convenient for you to have a late date with us November 2nd.

Will you be our banquet speaker that evening? Although the enclosed tentative program indicates the convention theme, there is no need for the banquet speech to carry out this theme. Your talk can be as broad and inspiring as you care to make it . . . along any line you choose. The members of the group will be happy to have you share your recent European trip with them, or any of your other rich experiences. We hope, therefore, that you will suggest your own title for your talk.

May we have four glossy pictures and a sketch about your activities for our newspaper publicity? Your fame is well known . . . but we do want to be accurate!

Your charges are certainly very fair and reasonable for your services. Like most professional groups, we must operate on a budget and therefore would like to have an indication of what your expenses will be. We had originally allotted \$150.00 for the banquet speaker, but now wonder if this will be adequate.

Cordially,

(name)*Convention Program Chairman*(Name)(Title)(Company)(Address)

Remember that your letters to a speaker, and your courtesy, should be good public relations for your company, as well as for your club or church groups. You see, a speaker judges you, your company, and your group by the treatment received. Whether there is payment for services or not, every speaker deserves to be treated as an honored guest.

Ask the speaker to send a biographical sketch so that you can write a good publicity release for the newspapers. Ask for the number of photographs needed for all the papers. Signify whether glossies or mats are desired.

Be sure to emphasize the date and place of meeting, and the time and location of your meeting with the speaker. If the speaker is a woman who is a stranger in the city, you may wish to call at the hotel for her.

Publicity for a Guest Speaker

The preparation of a release for a guest speaker for your group should follow the same rules as outlined for writing a publicity release for a talk by you. Give the *who, what, where, when, and why*. Give the full title of the sponsoring organization. State whether the meeting is open to the public and the amount of the admission charge.

Avoid personal opinions. Write in the third person.

Be sure to send the release to the correct person on the newspaper, as Woman's Page Editor or Club Editor.

Watch the papers for the publicity. Get copies for the speaker as well as for your report to your club president.

FROM: *Name of person releasing story*
Position, Club
Telephone number

Jane Doe Smith, vice-president, Blank Advertising Agency, New York, will speak at the March 28 meeting of the Los Angeles Women's Advertising Club. The meeting will be held in the Wedgewood Room of the Tower Hotel at 12:30 P.M., May Blake, Women's Advertising Club president, announced.

Mrs. Smith, who has just received recognition as the outstanding woman in advertising for the year, will speak on the subject, "Are Ad Women Here to Stay?" Material for her talk will be drawn from her 20 years' experience in all phases of advertising, both with agencies and private companies.

Following Mrs. Smith's talk, plans will be made for the club's activities to help raise funds for the Woodlawn Summer Camp for Underprivileged Children, Miss Blake stated.

Courtesy to a Guest Speaker

It is good publicity for your company and your organization to treat every guest speaker with courtesy. If you, personally, have

invited the speaker, assume full responsibility for his or her comfort from the time you meet until you have taken the speaker back to the hotel.

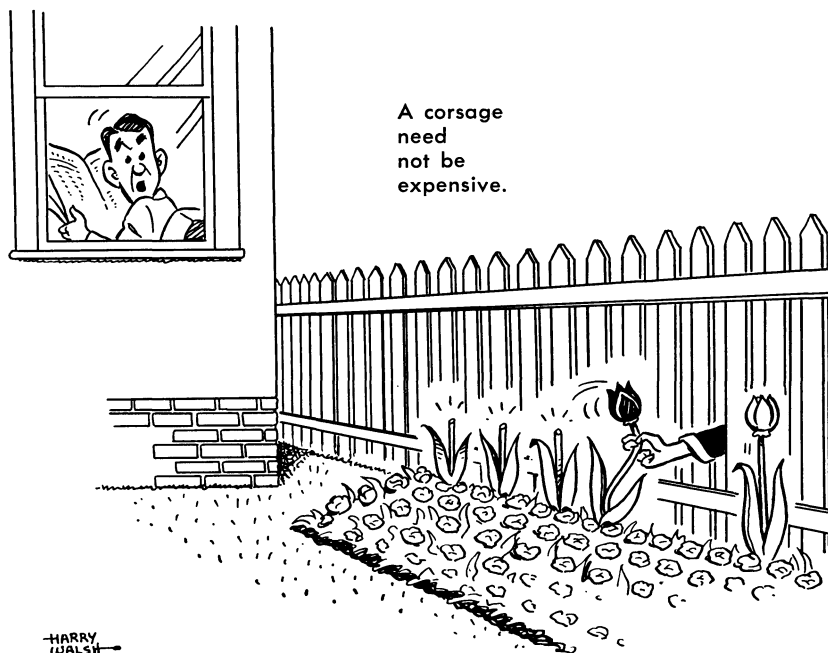
If the speaker is a woman, your group will probably authorize you to send her a corsage. This need not be expensive, but do select colors that will go with any frock, unless you know what she is planning to wear.

Ask the other people who are to sit at the speaker's table to meet you before going to the table. Introduce the other guests to the speaker. When the audience has been seated, ask someone who is to be at the speaker's table to lead the way to it. Place cards should indicate the seating arrangement. The main speaker should be seated in the center at the right of the person who is presiding. If you are program chairman, you sit at the speaker's right.

Introducing the Speaker

A good introduction for a speaker requires careful preparation and practice.

Study the facts sent to you by the speaker. Select the important items that will be of most interest to the audience, such as present



affiliation, major interest, honors, books written, and other praise-worthy accomplishments. Avoid dates. No woman, and few men, want to be dated! Be sure of your pronunciation of names. Avoid overstatements. Do not give a lengthy eulogy or make your introduction sound like an obituary notice. If the speaker is famous, a long introduction indicates your audience is uninformed. You have heard the shortest introduction, "Ladies and gentlemen, the President of the United States of America."

An introduction does not give you the right to make a speech. Do not try to tell what the speaker is going to say. Do not try to be clever. Do not tell a funny story unless you are expert at this and are sure the story is suitable and new. So many sins are committed in the name of an introduction of a speaker that a good introduction is a real joy.

Plan what you are going to say and practice saying it. Use notes if you must, but do not read your words. Limit the introduction to one or two minutes so neither the speaker nor audience becomes restless.

A really clever introduction omits the mention of the speaker's name until you say, "It gives me great pleasure to introduce ____." Avoid hackneyed phrases like "I give you ____" or "Here she is, Miss ____."

After the talk, thank the speaker, with no attempt to sum up the talk, to add your ideas, or to make a speech.

If you have permission from the speaker, tell the audience that they may ask questions. However, this is usually anticlimactic and often spoils the impact of the talk. It is generally more satisfactory to suggest that those who wish to ask questions come up afterwards to talk with the speaker.

After the meeting, thank the speaker sincerely and briefly. If there is a fee, choose a suitable time of privacy for presenting an envelope containing the fee. See that the speaker is taken back to the hotel. Be sure the speaker receives copies of the publicity that appeared in the paper and notices of radio or television publicity. And always write a thank-you note expressing the appreciation of the group.

Perhaps the best way to sum up the courtesies to extend to

a guest speaker is to suggest that you treat the speaker as you would like to be treated when you are a guest speaker.

Films for Publicity

Films are prepared to gain wide publicity. If you are asked to produce or help in the preparation or display of a film, you will need expert advice on the special techniques of showmanship required.

The preparation of audio-visual presentation of a subject requires sound knowledge of the subject, understanding of the media or type of picture, definition of the audience, and a clear-cut purpose. These picture-presentations may be filmstrips, with or without accompanying sound, or movies. Even the less costly filmstrips represent a considerable investment of money and require expert advice. Today, competition is keen, and so many excellent films are available that a novice should not attempt to produce a film without the help of an expert.

Find out if there is an audio-visual expert in your company. Ask his cooperation and advice. There are film companies which specialize in the preparation of different kinds of films. If you must prepare a film for your company or professional association, talk over your problem with a representative from one of these film companies. Before you see him, have a planned outline of the purpose, the audience to be reached, the subject to be covered listing major points, and the budget. The expert then can advise on the type of picture best suited for your needs at your budget figure. Make a study of many prepared films so you are familiar with different types of pictures, the plot or sequence, and the effectiveness of different methods of presentation.

Do not neglect to consider methods of distribution of the picture to get the best results. Figure the cost of this distribution in your budget. Is there need for booklets to accompany the film? Will there be advertising expense and distribution costs? Will your company or a paid agency handle bookings and mailings?

How many prints are essential to get the maximum number of showings? Are there provisions for replacement and repair of used prints? Is the equipment needed for showing the film available to the groups to whom the picture will be shown, or must

you plan on providing screens and machines? Must someone accompany the picture to make the proper presentation or will a sheet of instructions be sufficient to permit good showings?

The actual production of a film is only part of the cost of obtaining the desired publicity through this type of medium.

The preparation of the script, the planning of each shot, the selection of important sequences, and the theme (entertainment or education), require all of the consultation and expert advice you can get.

Before signing the contract for the production of a film, have advice from a legal expert to be sure you know the exact responsibilities you are assuming.

The plan for distribution of the film may include a publicity party, releases to the press, advertising notices, and informative leaflets to be sent to interested persons.

If you help to show the film, be sure that the subject is of interest to the selected group and that careful preparation is made to show the picture to the best advantage. The screen, machine, operator of the machine, and the physical condition of the room are important. Plan the program to include a short introduction of the film, the actual showing, and then a brief summary. This follows the principle of *tell them what they will see, show them, tell them what they have seen*.

Is the showing worthy of newspaper and radio publicity? If the film was planned to gain publicity, consider every angle to make the most of each showing. Be sure the cause is honest and worthy, then capitalize on the investment.

Exhibits for Publicity

Exhibits at professional and trade meetings should be planned to make a dramatic presentation of an idea. Showmanship is at a premium because competition is great and the public wants news.

Study the exhibits at a convention to see what attracts attention, tells a story, makes a favorable impression that will be remembered, and is good publicity and good public relations for the company or association.

Consider first the audience who will see the exhibit, the lo-

cation of the booth, and the news you have to tell. Confine the theme to a single idea and coordinate all the features to flash the idea to the viewers without need for personal explanation.

Modern techniques and materials for making an effective exhibit are employed by companies which specialize in displays, exhibits, and booths. Perhaps there is a department in your company to produce this type of work. You should be able to discuss with them the story you have to tell, the audience, and the budget for your exhibit. But unless you have training in this work, the planning and production should be left to the experts.

Manning an exhibit or booth at a convention is a real publicity and public relations job. The visitors like to meet the person who represents the company. Good grooming, comfortable shoes, and a ready smile are requisites for this work. You must know the answers or take the name and address of anyone who wants an answer you can't give. These questions and requests for information should be handled promptly so that your company is credited as being a friendly one.

The hours may be long and the throngs large, but if the cost of participation is worthwhile, it is important to capitalize on the investment and get good publicity.

Booklets for Publicity

In many types of work you will be asked to prepare booklets, leaflets, and bulletins for educational and publicity purposes.

The preparation of such material requires special consideration of the purpose, the audience, the budget, the methods of distribution, and the best techniques to use to give the story in the most effective way. Many skills are involved in the preparation of even the simplest booklet if it is to gain recognition among the many publications of the day.

Excellent guidance in the preparation of booklets and films as well as newspaper, magazine, and radio releases is given in the book, *How To Write for Homemakers* (Iowa State University Press, Ames, Iowa), by Genevieve Callahan and Lou Richardson. Although the book is keyed to the home economics field, the sound guidance given by these two experts is basic for directing any message to the public.

Before attempting to prepare a booklet, make a study of those available in your field of work. Get from the library the material on techniques of presentation and illustration of booklets. Competition demands a superior job of workmanship in order to receive attention and the desired publicity.

Publicity Parties

You may have an opportunity to help plan a luncheon, cocktail party, or dinner to publicize a new product or service. Such affairs are accepted as a friendly way of giving news to a selected group of people who are especially interested. These people, in turn, can give wide publicity if the news is worthy and if the presentation is made effectively.

The basic consideration for a publicity party is, *Is the message news?* You cannot buy publicity. The party is given with the hope of publicity, but this fact may not be expressed. It requires a *light touch* to make the guests feel that this is a friendly party without any ulterior motive.

Every detail of such a party necessitates sound judgment and careful planning.

What is the purpose? The purpose may be to introduce a new department head, a new fashion, a new product, a new service. It may be to explain some new policy of the company; to show a new film or new book; or to thank the selected guests for their friendship and past courtesies.

Always test the purpose. Is it news? Is it worthy of this expensive entertainment? Will it be good public relations?

Now for the plans.

When is the best time? The day is important. Investigate possibilities of conflicting meetings, holidays, or special events. Often one day in the week is more apt to be an *easy* day for the special guests you wish to reach.

What is the best hour? Should this party be a luncheon, cocktail party, or dinner? Should the guests be invited for 12 or 1 o'clock? Local custom determines the best hour.

Where will the party be held?

Select the hotel, club, or other appropriate meeting place, on the basis of convenience, type of service, prestige, and cost.

Who should be invited? The guest list is important. Be sure

to invite the right persons from the newspaper, the magazine, radio station, television station, the company, and the association. Be sure of the spelling of the name, the correct title, and the right address. Even though this is a business party, every detail must be as correct as if it were your own personal party.

Who should be the author of the invitations? Since the invitation should be personalized and definite, consider very carefully whose name should be used. If the company name is sufficient, sometimes individuals send a personal note with the company invitation to those persons whom they know well.

To whom should the replies be sent? To what address? If the party is to be held in another city, try to establish the name, address, and telephone number of a person in that city. Include these under *Please reply*, in the lower left-hand corner of the invitation.

Should the invitation be formal? If so, the formal style used for weddings or receptions is correct. Usually a more informal note-type invitation is used. Sometimes a tricky feature announces the party, but these should not be amateurish.

FORDHAM COMPANY
Public Relations
Newberry, Wisconsin

July 6, 19—

Miss Lois Black

(Address)

(City)

DEAR MISS BLACK:

You are cordially invited to join us for cocktails and luncheon, August 2, to meet a brand name new to the Newberry market.

We will meet for cocktails at 12 noon in the Blue Room of the Baker, and go in to luncheon at 12:30. A brief introduction of the product will follow luncheon; you can count on being out at about 2 o'clock.

We are looking forward with pleasure to seeing you, and do hope you can be with us.

Sincerely,
(name)

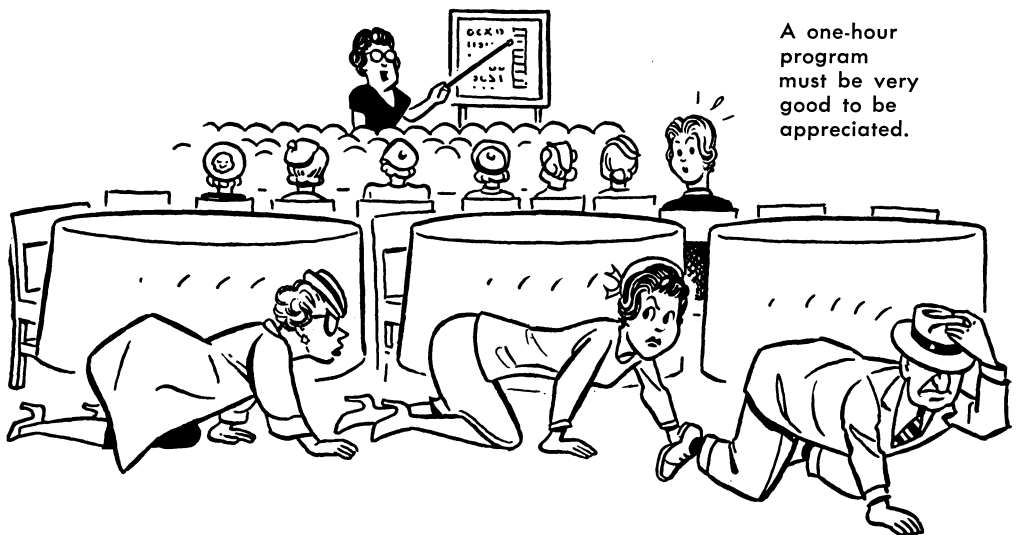
Please reply.

Before sending the invitation, make definite arrangements with the hotel or club as to the following: the menu; price, including tips and tax; flowers; size and location of room; hour of service and program; and special arrangements for tables, cloak checking, stage displays, showing of pictures. List these before going to see the person in charge of party service. Leave nothing to chance.

You may wish to get prices at two or three places. Check on the total cost to be sure this comes within the budget allowance. You will have to guarantee a certain number of guests. Usually you can give a tentative number. Then, verify the number the day before the party so that you can give a more definite estimate of the number of guests expected.

Strange though it may seem, some people do not acknowledge an invitation to a party given by a business concern. You will never be guilty of such a social lapse if you have had the experience of wondering how many guests were coming to your own party. Remember this when you receive such an invitation!

Plan the program. Who will make the presentation and who will introduce the speaker or speakers? How will the presentation be made? Meetings without showmanship are rather certain to be dull. Dramatize the presentation to make it memorable, but in good taste and suitable to the occasion. Keep the program short



and interesting. Audiences are made up of busy people. They are critical of anyone who wastes their time. Because the meeting must be worthwhile, get the best advice possible on the program. Consult the experts in your company. Plan it, practice it, time it. The best program lasts only 30 minutes. A one-hour program must be very good to be appreciated.

Decide on the plan for seating the guests. If possible, have a member of the company at each table to be host or hostess to the group. Be sure the right people in your company are invited.

What kind of release or informative literature will be given to the guests? Should this be at the table, or be given to them as they leave so they won't know the big news before the program?

Will the guests be given a sample or a gift suitable to the occasion?

Should cocktails be served before the meal? This is usually determined by company policy and by local custom.

When all these details are settled, send the invitations. Then recheck and complete every detail. Try to anticipate every emergency. Check on hotel arrangements to be sure the right food will be served at the right time. Will waiters clear the tables before the program? Will the service and program move swiftly without waste of time? Don't leave anything to chance.

Keep an accurate check on the replies from the guests. Be sure your company guests are properly informed about their part in the party. Ask them to arrive ten minutes early. Are they to wear a flower, name badge, or other designation so the guests will recognize them as company representatives?

On the day of the party, go to the party room early to be certain everything is ready.

Be gracious in greeting the guests and in introducing guests. Say, "I am _____ of Gray Company," and extend your hand so that the timid guest is made welcome. Introduce your co-workers. Try to move from group to group if time permits. Do not stay with your special friends. Bring the stranger or bashful guest into a group. Make it a good party.

After the party, bid the guests goodbye. Pay the hotel bill and make a complete report. What can you do next time to make the party more successful?

Publicity? If the guests were well chosen, the program newsworthy and interesting, and the party thoroughly enjoyable, you will get publicity. Watch for it, and include this with your report.

Good publicity for your company is good news which attracts the attention of the public and causes many people to think or act favorably toward your company.

Contests

Contests have become a popular form of advertising and publicity. A contest requires an expert in this field to set up rules that meet legal regulations, appeal to a wide audience, get good publicity, accomplish the objective, and establish good public relations with those who enter the contest.

Judged on the merits of publicity, the contest rules must be easily understood. They must require a definite action by those competing. They must provide an area of judgment or discrimination on the part of the designated impartial judges, and state how and when awards will be made.

Unless great care is taken to handle every step in a fair and equitable manner, a contest can create unfavorable publicity. Even when the prizes are of nominal value, the losers may claim unfair decisions.

For the sake of good publicity, everyone who enters a contest should receive a card or letter acknowledging receipt of the entry. An announcement of the names and addresses of the winners gives authenticity to the contest.

There are legal considerations concerning contests. Be sure you are protected from legal action. Be sure you have facilities to handle the judging of the contest. And be sure to provide for good publicity throughout the contest and for the announcement of the winners.

Contests can be good or bad publicity.