

Sept.-Oct., 1962

Women's International League for Peace and Freedom

TO: PUBLICITY AND BRANCH CHAIRMEN
FROM: ADDIE SILVERMAN, National Publicity Chairman
KITTY BAKER " " Secretary

A man is like a bell.
If you ring it, it rings.
If you don't, it don't.
Bertolt Brecht

We can ring some bells, if we concentrate
on publicity.(see last paragraph on other side)

IMMEDIATE ACTION: The resolutions passed by the Executive Committee of the U. S. Section are important and can be made timely news by stating in your release that they were received at (your) Branch of the Women's International League for Peace and Freedom on (most recent date.)

Give a resume of the most interesting and important resolutions. Very few editors will want them complete. However, if you enjoy rapport with your editor, call him and query.

Tie resolutions in locally by including chairmen's names, addresses and affiliation with other organizations.

UN SEMINAR: Publicize delegates planning to attend the seminar. Have them call you from the UN or immediately upon return with highlights of the program. Photographs, 4x5 at least, would add greatly to the story.

NOVEMBER 11 PROGRAM:

Send photograph of principal speaker with caption and a release.

SUGGESTED RELEASE FOR NOVEMBER 11 PROGRAM

FOR: International League for Peace and Freedom

FROM: Your name
Address
Telephone

SUBJECT: Accidental Nuclear War--
Greatest Danger of the 60's

RELEASE: Give date or
FOR IMMEDIATE RELEASE

(Leave 1" space here for editor's notes type
double space, leave 1" margins)

"Accidental Nuclear War--Greatest Danger of the 60's (or the title you have selected) is the (theme, topic) or the (program, discussion, panel) to be presented by the Women's International League for Peace and Freedom at (name of place and address) on Sunday, November 11, (time).

(Should you have copy for two pages, type on one side only. Use this format at top of second page)

Mrs. (chairman, address) announced, "We have selected this day which is observed as Armistice Day or Veteran's Day for our program with the expectation that our project will be the means of activating more people to think about the danger and work for the prevention of accidental nuclear war."

On the program will be: (list speakers and brief background information.

Serving on the program Committee are: (names, addresses).

Similar programs are being staged simultaneously by 97 branches in this country and by 20 sections of the WILPF around the world.

The Women's International League for Peace and Freedom was founded in 1915, for the abolition of war, with the help of Jane Addams and Emily Greene Balch, the only

two American women to receive the Nobel Peace Prize. Therefore, it is most fitting that the WILPF program on Veteran's Day should be dedicated to PEACE so that those who gave their lives should not have died in vain.

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Follow up with a report on the program. If you can't get newspaper photographers to come, enlist the aid of good amateur photographer for glossy 8 x 10 or 4 x 5. Make arrangements to have them printed immediately and sent to local editor with caption.

Please don't forget to send clips and pictures to National.

Query radio programmer on taping speeches, if live broadcast is out of the question.

NOW READ THIS !

As I finish writing this page for the packet, I experience an uncomfortable feeling of having written to an unknown audience.

Who is handling your publicity?

Because I am new on the staff I have had the pleasure of meeting only a few of you in person and several via Uncle Sam's pony express, but I should like to know who is handling publicity/public relations.

This is one of the most, if not the most, important function of any organization. Its importance can not be over-stressed, especially on the local level.

When handled correctly, publicity increases membership, **raises** funds, disseminates information, molds opinions, gains prestige, promotes action. What else is there?

So, Please dear branch chairman or publicity chairman let us pool our resources.

Let me hear from you on your ideas and activities for WILPF, and your suggestions for this page of the Packet.

Kitty Baker

Tear off and return to National

Please Print

Name _____

Address _____

Branch _____

Idea/suggestions/criticism _____
