PUBLICITY AND PROGRESS: TWENTIETH CENTURY METHODS IN RELIGIOUS, EDUCATIONAL AND SOCIAL ACTIVITIES

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PREFACE

THIS volume aims to cover in a broad way the relation of religious, semi-religious, educational and charitable institutions of all sorts through the printing press to the public. An attempt has been made to show in a suggestive manner how successful commercial publicity methods may be extended to non-commercial institutions for the benefit of society in general. The book is written for amateurs by one who would hesitate to call himself a professional. The writer, however, for a dozen years earned his living by working for newspapers as editor or reporter in towns of 2,000, 10,000, 30,000, and 100,000 population. He has managed publicity for the Minnesota State Board of Health, and for the St. Paul Association of Commerce, and has been a contributor to advertising magazines. Connection with church organizations, Sunday school associations, city Christian Endeavor unions, Y. M. C. A.'s, and experience for two years as news editor of The Continent (Chicago) have given him some insight into publicity problems from the side of pastors and executives of non-commercial organizations. Most of the suggested plans have been tried. With other publicity schemes hitherto limited to commercial purposes the relation between the sphere

in which they have been used and the sphere in which it is suggested that they may be of service, has been pointed out.

Such a book as this cannot be exhaustive. It is meant to be suggestive. Publicity and advertising must be planned with local conditions in view. Because many of the institutions here treated are not liberally supplied with promotion funds, the effort has been made to show how good may be done for society by using present opportunities more skilfully, where limitations prevent the expenditure of much money. The advantages of paid advertising have been pointed out in the proper places.

The book has been written in full knowledge of the fact that publishers are flooded with requests to print something about this or that public welfare organization. Some commercial concerns have been prone to attempt thus to get advertising free, although this practice is decreasing. The suggestions here take into account the point of view of the editor, himself subject to rigid limitations. Newspapers want "human interest stuff," and they also realize the interest of readers in religion. Many editors have confessed their pleasure at intelligent co-operation by non-commercial organizations in getting helpful news or information before readers. To aid executives of such organiza-

tions to recognize what real news is, and thus to assist editors to stimulate the thought of the community along altruistic lines, is one of the ambitions of the author.

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