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Publicity notes

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Dr. Callender

P U B L I C I T Y

17. 25th Anniversary of Mr. Brandenburg, as
President of K. S. T. C.

Purpose:

1. To honor President Brandenburg and to create an interest in the 25th Anniversary as President of K. S. T. C., Pittsburg.
2. To acquaint the public with the growth of the institution during the period of leadership of President Brandenburg.
3. To focus attention upon the activities of the week of March 15, the week of the celebration.

Means of creating interest and carrying out purpose:

1. Printed Word

A. F. W. Brinkerhoff

- a. Pittsburg Headlight & Sun
- b. Kansas City Star
- c. Associated Press

B. Mr. Bennett

- a. Contact Collegio editor--have Commemoration number, that is, publish a supplement entirely devoted to the president and his achievement.
- b. Newspapers throughout the state - town and city.

C. Mr. Cutler

- a. Direct mail - Prepare news bulletins--cards for letters, posters, and etc.

D. Miss Nevins

- a. The Kansas Teacher
- b. The Kansas Parent & Teachers Magazine
- c. The Coach
- d. Chain letters to all grads, faculty--each person sends to five others. Use KSTC stamp.

2. Pictures

A. Mr. Hunter

- a. Short movie--with accompanying comment
 - (1) In local cinema
 - (2) In towns where Fox theaters are located

B. Miss Bowman

- a. Posters--for schools' bulletin boards
- b. Designs for local bulletins

3. Spoken Word

- A. Radio--Stations KOAM, Allan Pratt; KGGF, Mr. Powell; WIBW

4. Mr. Householder
 - a. Secure names of people to whom publicity is to be sent--
alumni--contact invitation committee
 - b. Direct sending out of publicity.

5. Committees to keep in contact with
 - a. Invitation
 - b. Program
 - c. Historical

Special sub-committee for Souvenir booklet--Mr. Brewington

6. Points to discuss
 - a. Time for newspaper publicity
 1. Big papers
 2. Collegio
 - b. Time to send out direct mail
 - c. Time for radio broadcasts
 - d. Time to begin chain letters

Publicity Committee members:

Miss Nevins, Chairman
Mr. F. W. Brinkerhoff
Mr. George Hunter
Prof. Cutler
Prof. Bennett
Miss Bowman
Mr. Householder
Allan Pratt
Aaron Butler