

# So You've Been Elected Publicity Chairman! Here's How to Help Us and Your Organization

Each year Birmingham's many organizations, civic groups and clubs appoint publicity chairmen to submit material for newspaper publication. Generally, these chairmen are not trained in journalism and have no idea of how to prepare their copy. Quite often, good stories must be rejected because the publicity chairman missed a deadline or because the copy was improperly prepared. The various editorial desks of this newspaper are jammed each week with copy—some good, some bad—but all of it new about local happenings. Unfortunately, there is not always time to patch up the copy and mold it into presentable fashion for publication—feelings are hurt and the paper loses a good story.

That immediately suggests the question, "What is News?" The simplest answer is, "What people are interested in reading." A story increases in news value in direct proportion to the number of persons interested in reading it.

**A DISTINCT DIFFERENCE** should be recognized between "publicity" and "news." When a person says, "How can we get more publicity for our club," the answer is, "By publishing leaflets and brochures, distributing posters, circulating letters, buying advertising space."

We should recognize that a newspaper is not a publicity organ. A newspaper is just what it says it is—a NEWS paper and when there is a NEWS story, the paper prints it. The publicity the organization gets from the story is a by-product.

**EVERY GROUP, REGARDLESS** of political or religious ties, is welcome in our news columns, the only requirement being—Is it News? For obvious reasons, however, the editors must screen out objectionable or libelous material not only for the paper's protection but for the protection of its readers and interested groups. Most newspapers have established certain rules which have been set up to help publicity chairmen present their stories in the most attractive manner.

Remember, others will be reading your stories besides your friends and members of your own group. Stories must be written so that even a stranger can understand the facts.

**THESE RULES MAY SEEM** harsh at times—especially the deadline—but each and every one has an important meaning. In order to avoid misunderstanding and to make sure publicity chairmen are aware of requirements, we publish the following summary of deadlines, tips on reporting and miscellaneous information:

- Leave two inches space at the top of a story and one inch margins.
- Typewrite, using double spacing.
- Write on one side of paper only.

Write your name, address and telephone number at top of the story, so we may check further with you if necessary.

Stories will not be accepted after deadlines.

**VERY STALE NEWS** of events will be cut extensively or completely rejected. Very brief reports may be telephoned but long lists of names will not be taken on the telephone. The editors will write the headlines. The opening part of the story, called the lead, ought to contain the most significant or interesting statements. A report of a meeting ought not to begin with the fact that the meeting was held. This is the least interesting opening. State instead what plans were made for future events, what the main theme of the speaker was, whether there was an unusually large attendance or any other outstanding feature on the program.

**NEWSPAPERS NO LONGER USE** the informal style of many years ago. Comments on how delicious the refreshments were, how charming and informative the speaker was, and appeals to "come one, come all" are definitely out of date and no longer acceptable. Learn to summarize and condense your facts. List persons who gave reports, greetings or brief speeches, rather than make a separate paragraph or sentence for each one.

Do not try to cover a meeting by writing something that sounds like minutes.

**TRY TO INCLUDE SOMETHING** of what the speaker said. After all, he is the main feature of many programs. Lists of food and prices of tickets are not included. COMPLETE names must be given, including full first names, or TWO first initials. Do not give nicknames or abbreviations. For a married woman, the husband's first name and middle initial is the only correct form. Pictures should be black and white prints with a glossy finish. The more contrast between black and white there is in a picture, the better it will print.

**SIZE AND POSITION OF PICTURE** in the paper, as well as acceptance or rejection of a picture submitted, are entirely at the discretion of the editors. Pictures MUST be in the office the Monday noon before publication—or before. Photographs may be called for after using. The newspaper reserves the right to edit, as the staff sees fit, any copy submitted, in order to give greater variety and effectiveness to stories.

**NATIONAL POSTAL LAWS** prevent our publishing the word "bingo," "lottery," "drawing," and so on, as well as lists of lottery winners of any kind. Thus, we

do not use dark horse prizes, door prizes, or winners of merchandise clubs. Papers using such information may be taken from the mails by the government.

Information given must be new. Items will not be re-run, or facts repeated (when planning advance publicity for an event, it is best to start about three weeks before the date, carefully dividing the information on hand for a series of stories).

Talk over your publicity plans, or any other news problems with the editors, who will be glad to assist. Publicity chairmen ought to report the news of all meetings.

**YOU ARE INVITED TO SUBMIT** news of your individual parties, vacations and entertainments. The Eccentric has some editorial policies which, from time to time, confuse or irritate contributors. These policies are not exclusively ours but are in general those of all progressive and modern newspapers, weekly or daily.

For example, since we are a community newspaper we publish local news only. We are not a newspaper of general circulation.

We cannot bring to publish news and articles about every subject that is of interest to our readers. The fact that our readers would be interested in a piece of information is not the final test of whether we should publish it.

**FOR GOOD AND SUFFICIENT REASONS** we have concluded that we shall confine our columns to local news and leave all non-local news to the numerous publications outside of the community.

Unless something happens in the communities served by The Eccentric or happens to local people when in the community or elsewhere, it is of little value to us.

This policy in turn brings us to another matter and that is that of national publicity of organizations having local affiliations. News of state or national doings of these organizations, unless it involves local residents directly or unless it happens locally, is of no value to a community newspaper.

**WE ALSO STRONGLY URGE** all publicity chairmen to rigidly observe deadlines. In this respect copy submitted early gets the best treatment for it is prepared without the immediate pre-deadline rush.

If a meeting occurs on a Thursday or Friday, it should be submitted as early as possible and not on Tuesday before deadline.

Putting out a newspaper is a manufacturing process. There must be order, organization, system and schedules to be met and unless they are met, the staff can not produce the type of paper you desire.

## The Birmingham Eccentric

We are taught that self-preservation is one of life's greatest demands upon us. Many of us thus use this statement to justify our acts of selfishness... though somehow, deep within, conscience urges that the doing of good for others is the best means of abiding by the law of self-preservation.

Section 4

Thursday, October 4, 1956

## Minnesota Alums Plan Tea Friday

To open its 33rd year as an active group in Michigan, the University of Minnesota women's club will have a membership tea Friday in the home of Mrs. Carl C. Christensen of Kentmoor road, Bloomfield township. Assisting the hostesses at the event, which is scheduled to get under way at 1:30 p.m., will be Mrs. M. J. Patterson of Bloomfield township, Mrs. R. M. McKeercher of Royal Oak, Mrs. Carl J. Nepper of Southfield township and Mrs. Arthur Zebedee and Mrs. John Joyner of Birmingham.

John Mathews, who is with the Detroit Symphony orchestra, will provide musical selections on the double bass, accompanied by his wife, Shirley Ann Mathews. Women who have attended the University of Minnesota or are wives of Minnesota graduates are invited to attend the tea and may days early and visited in the east.

## Enrolled at Smith

Eleanor Hauser, a June graduate of Kingswood, entered Smith college last week as a freshman. Her parents, Mr. and Mrs. Robert Hauser, drove her to school ten days early and visited in the east.

## N. C.\*

\*North Carolina

While we are still away seeking for things to titillate your titanic temptations for the lovely things this old world has to offer, we have learned by radar that you have not availed yourselves of enough of our lovely bulbs to begin to pay for this trip. What shall we DO?

Well, in the words of one whom we plagiarize from time to time—

"It is difficult to think of a Spring garden without thinking largely in terms of tulips. They present the widest range of colors from which to make your selections. The colors will be true—if you buy good bulbs." Let's look at a few—you and us—you want them and us has them.

## SPECIES AND HYBRIDS

They are short stemmed, brightly colored, resistant to storms and cold, long-lasting and bloom ahead of the daffodils and narcissi. They do not need as much plant food as the larger tulips and even like a pretty thorough haking in the summer. Ideal for placing among rocks or along a rock-edged path. Although small bulbs, they should be planted 5" or 6" apart. They grow up to 6" to 15".

## SINGLE EARLY

These moderately high tulips—10 to 16 inches—come after the Species and Hybrids. They withstand hard weather and are therefore good for exposed conditions. In a mixed border, they should be near the front.

## DOUBLE EARLY

Although similar to the SINGLE forms the flowers are much longer-lasting, both in the garden and when cut.

## TRIUMPHS

A cross of Single Early and Darwin, resulting in a variety of 10 days earlier than Darwins and larger-flowered than the Single Earlys—also taller, running from 20 to 24 inches. They have stiff, upright stems and longer-lasting blooms than the Single Earlys.

## DOUBLE LATE

Sometimes (often, in fact) called "peony-flowered" they come in with the earliest Darwins and make very effective and long-lasting color groups in the border.

## COTTAGE

The first of the "big show"—they are characterized by long, flexible stems, flowers with rather long pointed petals and clear, brilliant colors. No purples, lavenders or bronzes in this group. Very good for arrangements.

## DARWIN

Long, slender stems; huge, globular flowers; wide color range from white to almost black.

## BREEDER

Very upright stiff stems and substantial cup-shaped flowers. Usually bi-colored in rich tones of terra cotta, brown, bronze and purple.

## PARROTS & LILY FLOWERED

These are known as sports. The Parrots are "sports" (you know what that means) from well known varieties. For instance, Fantasy came from Clara Butt while Therese came from Farncombe Sanders, the cat! They have lacinated and twisted petals, often with green markings and the stems assume informal curves.

The Lily-Flowered tulips have long, pointed recurving petals.

They both are exceptionally useful as cut flowers.

Possibly next week or the week after we can suggest a few uses for these magnificent units of the flower kingdom—at present we feel we should mention the fact that we sell:—

- 20 Gal. garbage cans
- Stone-ground meals
- Snow shovels (last year's)
- Stone ground rye flour
- Bird Feeding Stations
- Small garbage cans for bird seed
- No garbage
- Calcium Chloride
- Blenko Glass
- Timing Balls
- Honing stones
- Salt scoops
- Cat and Canary Food
- What not, etc.

"Glad to be out from under"

**NOTE:** Next week's ad will be concocted by a writer especially imported for this purpose.

**McCLELLAN-BALL CO.**  
YARD GARDEN SUPPLIES FARM KENNEL  
BIRMINGHAM, MICHIGAN  
Phone MI 4-1133 850 S. Woodward

## B'ham Town Hall Series Opens

Birmingham Town Hall's third season opens Oct. 18-19 with Marquis Childs presenting the first program. The series, sponsored by St. Anne's Guild of St. James church, brings to Birmingham each year six national or literary well-known personalities.



**MARQUIS CHILDS**, who opens Birmingham Town Hall Oct. 18-19, is a noted syndicated Washington news columnist. His coming prior to the national elections was purposely planned by Birmingham Town Hall's program committee, Mrs. Edward Codner, Mrs. Ben Ragland, Mrs. Norville Hubbard, Mrs. George Cary and Mrs. George Sears.

**ANTICIPATING** the gay holiday season, two versatile actors of stage and screen, Edith Atwater and Albert Dekker, bring to Birmingham their talents for a unique program Dec. 6-7. Called "Two's a Company," the program consists of scenes and sketches of love and imagination, chosen by them from the world's best literature. Each plays many parts with such variety and change of mood and pace that the audience gets the feeling of a stage peopled with many characters.



**ON NOV. 8-9**, Dr. Norman Vincent Peale, pastor of Marble Collegiate church, New York City, will be a Birmingham Town Hall "headliner."



**COMPLETING** Birmingham Town Hall Series Feb. 7-8 will be Carleton Smith, head of National Arts and Foundations.



**ROXANE LAMBIE** caught the delighted expressions on two unidentified young faces at Baldwin public library recently. The youngsters were enjoying the children's record player at the library.

## Record Interlude

## Time Out for Reading

**RECOGNIZE ANY** of the young readers here? These unidentified book lovers were snapped by Roxanne Lambie, of 280 Aspen, Birmingham, on a recent afternoon at Baldwin public library.

**ROBERT COLLIER PAGE, MD.**, who will appear on Birmingham Town Hall Jan. 24-25, is a specialist in "constructive medicine," and is internationally known as a leader in his field. Time magazine called Dr. Page, past president of the Industrial Medical Association, "the nation's most articulate pleader for a sweeping program of preventive medicine at the plant." Health is simply living successfully, one of Dr. Page's tenets, will probably be brought out in his address "A Technique for Living."



**DR. RALPH LAPP**, who appeared on Birmingham Town Hall during the 1954-55 series, returns Jan. 10-11 by popular demand. An atomic scientist, director of the Nuclear Science Service, Dr. Lapp will be remembered as a personable young man, a nationally recognized authority on his subject, who reduced technical subjects into terms the Birmingham audience of women could readily understand.