

150229

November 9th, 1931.

REPORT OF PUBLICITY COMMITTEE

Various forms of publicity have been experimented with for Campaign purposes during the past few years, and varying sums of money have been spent running as high as about \$20,000. for a single year's campaign. It is not always possible to check results in dollars and cents for the simple reason that the success of a campaign largely depends on the team organization and the publicity secured is merely one of the means used to arouse the interest of both the worker and giver.

Believing that the cost of publicity could be materially reduced, the Committee introduced the "Federation Bulletin" a few years ago. The Bulletin has served the purpose of assisting in the education of the public concerning the work of the Federation Agencies throughout the year, and has really furnished the background for the whole publicity effort, because the material (stories and pictures) secured for the Bulletin were made available for general use.

Great importance must be attached to the co-operation of the daily newspapers, without which such a large campaign effort would be a complete failure. Positive support of Federation from all four papers has not been easy to secure until the last year or two, for various reasons, principal of which was the lack of knowledge of what is accomplished by the Agencies.

There is still the feeling on the part of the newspapers and more largely on the part of the general public, that the establishment of the Civic Welfare Department has made for extra expense and that the next logical step is for the Welfare Department to take over the work of Federation. This is also talked of in political circles along with the suggestion that a separate tax bill be issued for "unemployment relief, hospital and welfare work." Such a policy on the part of the City will make the job of raising money more difficult than ever and no amount of Federation publicity will overcome such a step.

The work done by the Assistant Secretary of Federation in the matter of publicity is essential and is in large measure responsible for the savings made. The free services given by the newspapers, particularly that of Mr. Chamberlain, of the Star, the free space for the acknowledgment of subscriptions, have saved much money. Famous Players Corporation have given free circulation in their theatres to trailers each year, and generally speaking, such co-operation has brought about a remarkable saving in the cost of publicity this year.

MEIGHEN PAPERS, Series 6 (M.G. 26, I, Volume 227)

PUBLIC ARCHIVES
ARCHIVES PUBLIQUES
CANADA