

PUBLICITY COMMITTEE

The importance of the publicity committee can hardly be overemphasized.

An adequate coverage in the student newspaper should start well in advance of the week. Channels and outlets in organized Houses, Dorms, and Church foundations will be necessary to distribute publicity materials efficiently. These contacts need to be made in cooperation with the Campus Organization Committee.

The use of radio, television and local papers will not only help promote REW, but more so it will prove a valuable instrument to sustain good public relations in our community.

Have pictures taken during the week, and even REW. A scrapbook will help subsequent publicity efforts.

During the week of REW daily leaflets should be distributed to every student to remind them of the daily activities.

Make posters, signs, and provide for arrows that will aid in finding meeting places.

Special events should lend themselves splendidly for publicity. Many of our guests are renowned as authors and their literature might easily be used in one way or another.