

PUBLICIZE YOUR TEACHERS

In many communities in which Extension Classes of the School are conducted your teachers are well known for their leadership in business, professional or civic affairs. But how well known are they as accredited instructors of the philosophy of Henry George?

If you have an ardent camera addict among your students or graduates, ask him to take pictures of your teachers in their places of business. There certainly won't be any objections on the part of the teachers.

If you do not have a photographer in your midst, see the City Editor of your paper, and put it up to him. You should become acquainted with the City Desk of your local newspapers. The City Editor, news editor, photo editor, society editor (and all the rest) become accustomed to seeing press agents of every conceivable product or person come to their desks day after day. Don't think you are a source of annoyance to editors simply because the publicizing of your classes requires frequent visits to the editorial rooms. The essence of news today is publicity.

If you have no photographer in your group, put the matter up to the City Editor. (Some people who are allergic—or think they are—to City Editors, try to get their announcements into the papers by de-

vicious means, usually through some special friend, an underling on the paper. Don't do this!) The City Desk may not think much of your idea. But reel off some of your Big Names. If your teachers aren't big enough names to command space, offer names of sponsors. Maybe you have a secretary for one of your classes who is either pretty or well known. Use somebody's picture at his daily work, preferably a teacher, because the point most significant in your story is that "Mr. John Jones, map manufacturer of Yourtown, is a teacher in the Main Street Extension of the Henry George School of Social Science."

I can't very well write your story that will accompany these pictures, but below are salient facts that you want to impress on the reporter assigned to "cover" your story:

1) The people pictured are people engaged in business or the professions by day, and accredited teachers of Fundamental Economics at night. Elaborate on their business connections. Get quotes from them on Georgism. 2) These teach-

ers are graduates of the Henry George School of Social Science, and give their time to this teaching because they feel impelled to carry on the work of spreading the knowledge of economic freedom. 3) The School is chartered by the University of the State of New York. 4) The School is now six years old, and there has been an extension division in Yourtown for . . . years. 5) Over 20,000 students have taken the courses given by this School, either in classrooms or by correspondence. 6) The course is absolutely free, made possible by voluntary contributions from people all over the country, and the voluntary teaching and secretarial services. 7) The next term in Yourtown will open on, . . . at the following places. . .

Of course, if you can get a graduation picture the night the diplomas are handed out, fine. The picture must be in the paper by the following day to be NEWS. Shooting pictures of your teachers is good human interest stuff, and **never in the history of publishing has human interest appeal been so important to newspapers.** Radio has taken the edge off the news headline. Human interest is the thing today. — W. W. NEWCOMB.

