

**PUBLICITY FOR YOUR INSTITUTE**

Just as publicity is the life-blood of business and industry, so it can be a vital factor in the progress and development of the Women's Institutes of Ontario. No one likes to belong to an organization that is dead, and one of the factors by which people generally decide whether an organization is dead or alive is what they read about it in the press and other publications of their community, and hear about it in radio broadcasts. To maintain the interest of membership and gain an accession of new members, it is therefore necessary to tell the world what your Institute is doing, and that is the job publicity does.

The first essential to good Institute publicity is the appointment of an active and live publicity convener. It is vital that this task be placed very definitely on the shoulders of one individual,—otherwise what is everybody's business becomes nobody's business. The publicity convener must be carefully selected, not chosen because of personal popularity, but rather for her ability to see that things are done. That characteristic is actually of greater importance than the writing skill of the individual chosen, because while editors will be glad to put material submitted into story form, they can only do that when the publicity convener is very much on the job and sees to it that he receives the material from which to fashion a story.

Once appointed, the first thing the publicity convener should do is to call on the newspaper editors to whom she will be sending reports, introduce herself and let them know that she is the person responsible for news of Institute activities. Then the editor will know whom to contact for information when he wants it. In addition to know and be friendly with the person who is sending in news is always helpful to the editor. That friendly contact may make all the difference in the world to the reception of your reports when they reach the newspaper office. So get acquainted with your community newspaper editors and publishers, and if there is a radio broadcasting station in your neighbourhood, with the man who operates that as well. These men are the key links in securing a continuous and effective chain of publicity.

Now what about your reports. The first essential is that they be written and submitted to the editor or radio station at the earliest possible moment. News is the most perishable commodity in the world. What might be front page news today will go in the wastepaper basket tomorrow. An editor will give good play to a report of a meeting held last night or yesterday afternoon, but will not be greatly interested in one of a meeting held a week or two previously. That is where many publicity conveners miss the boat. They delay sending in their reports until they are too stale to merit much attention. So—as soon as you arrive home from the meeting, or whatever activity it may be—sit down and write the report and let the editor have it in the first mail, or deliver it to him at once.

In writing reports, publicity conveners should acquire the habit of condensation. Newspaper space is a precious commodity. If reporting a meeting, pick out the high lights, and tell what they were. If there is a good speaker, give a brief resume of the remarks she made, picking out the high lights. It is not enough to say that "Mrs. John Smith gave an interesting talk." Tell what it was about and a few of the chief points she made. Mention every person who took part in the programme. Believe it or not, people love to see their names in print, except in the police court news, and every editor likes to see a story bristling with the names of those taking part in a meeting or other activity. Never worry if you are afraid your grammatical construction is not what an English professor would like it to be. The editor will straighten that out for you gladly, if you just give him the facts

**MOBILE CANTEENS TO EUROPE**



The Federated Women's Institutes of Ontario have transferred two mobile canteens to the Save the Children Fund for use in Europe. Word has been received that one canteen is now in Poland while the other is in Sweden.

Photo shows presentation of ownership. Left to right: Mrs. Patte Tanner, representing Save the Children Fund; Miss Anna P. Lewis, Superintendent, Women's Institutes of Ontario; Mrs. Hugh Summers, F.W.I.O. President and Mrs. J. H. McCulloch of Brampton, F.W.I.O. Secretary.

**A MESSAGE FROM Mrs. McCULLOCH**

May I say that I have always considered it a great honour and privilege to be a part of such a wonderful organization as our Women's Institute. No group of workers has done so much for the general uplift of the rural women of the world and for the betterment of home and community conditions. Women in the remote and isolated parts of the world have been living happier, healthier and saner lives because a movement in their behalf was started in a small village here in Ontario almost 50 years ago.

Never was there greater opportunity for service and never has service been more freely given than during the years of war just passed. You accepted so willingly and unhesitatingly your wartime responsibilities and worked so untringly providing food, clothing and many comforts for our armed forces and the bombed-out victims in our Mother Country. Yes, and you gave your boys and girls, the flower of Canada's Youth, to fight the forces of evil that menaced the freeborn peoples of Europe and the rest of the world. Our happiness, in the fact that this evil has been crushed, is tempered by a deep spirit of thanksgiving, humility and reverent gratitude to those gallant lads who have given their all that we may live. While I rejoice with you in the happiness of having your boys home again, my heart goes out in sympathy to the families whose joy in victory is overshadowed with pain. God grant that we hold high the Torch that has been thrown us from those fallen hands.

Though, as we celebrate our fiftieth anniversary, we shall look back with a great deal of pride upon a past so rich in experiences of toil and pleasure, our greatest concern, today, is not the way we have come, but the way we are going. There is much to be done. Until the hungry have been fed, the homeless sheltered and clothed, the sick healed, we cannot claim a complete victory over those evil forces which have been seeking the destruction of civilization.

We must not forget the great influence we may have on our rural communities. We have a magnificent structure for human service. It is our duty to place high value upon the things of the spirit for there we get our greatest security.

I am very happy to know that I shall still be working in close contact with our Juniors and it gives me a great deal of pleasure to add my word of welcome to the two Junior Women's Institute members who will be joining us in our Board meetings.

To all those of you who have extended to me your congratulations and good wishes I say a sincere thank you. Your offers of assistance and co-operation are deeply appreciated. It will be a joy to serve you.

Mrs. Leatherdale's years of devoted service and outstanding contribution to our organization will ever be a challenge and an inspiration to me.

Signed (Mrs. J. H.) Mary McCulloch, Sec'y-Treas. F.W.I.O.)  
R. R. 2, Brampton,

**F.W.I.O. RECEIVE GIFT BOOKS FROM ENGLAND**

The Women's Institutes of England have most generously expressed their appreciation for the many kindnesses shown them during the war years by sending several shipments of books pertaining to life in England.

Our most grateful thanks go to our sister Institutes in England. We shall read with keen enjoyment the books chosen and sent by the N.F.W.I.

Ontario Institutes wishing to borrow these books for distribution among members may apply to the Loan Library, Women's Institute Branch, Parliament Buildings, Toronto.

**NEW INSTITUTES WELCOMED**

The following Institutes have been organized since our last announcement in "Home and Country".

We warmly welcome our new members and wish them every success in their keen endeavour to do their best in the interests of "Home and Country".

DISTRICT	INSTITUTE
Bruce East.....	Pinkerton (reorganized)
Cochrane South.....	Hoyle
Elgin East.....	East Elgin Juniors
Elgin East.....	Central Elgin Juniors
Elgin West.....	West Elgin Juniors
Glenarry.....	Summerstown Front
Grenville North.....	Hekston
Grenville North.....	Oxford Mills Juniors
Grey North.....	Rockview
Hastings North.....	Huntingdon East
Hastings North.....	Madoc Juniors
Huron South.....	Crediton
Kenora.....	Pine Portage
Lambton East.....	Warwick Juniors
Lambton West.....	Eddy's Mills
Lambton West.....	Birkhall
Lambton West.....	Flum Creek
Muskoka South.....	Barkway
Muskoka South.....	Baysville
Muskoka South.....	Glen Orchard
Muskoka South.....	Gravenhurst
Muskoka South.....	Fousey's Rapids
Northumberland East.....	White School
Ontario North.....	Brechin Juniors
Ontario South.....	Ajax
Oxford North.....	Anna P. Lewis
Peel.....	Trixie Juniors
Perth North.....	Gravelridge
Perth South.....	Elm Grove
Parry Sound North.....	North Star
Prince Edward.....	Prince Edward Juniors
Renfrew North.....	Cobden Juniors
Renfrew South.....	Balsam Hill
Simcoe East.....	Pine Grove
Simcoe South.....	The Hollows
Victoria West.....	Glen
Victoria West.....	Grasshill
Waterloo North.....	Bridgeport
Waterloo North.....	Dorking
Welland.....	Chippawa

on which to work. Many newspapermen prefer a story they have written themselves from notes supplied.

Once the Institute has appointed a publicity convener, make it possible for her to do her work. It is the duty of officers to keep their publicity convener fully informed of what is going on in the Institute, not only what happens at the meetings, but also what plans are being developed for community or other activities. She should be informed of what is going to happen at the next meeting, who the speaker is going to be, what is going to be discussed, so that she can sup-

ply her sources of publication with enough information to justify an advance notice of the meeting in the form of a news item, rather than in a paid advertisement. The publicity convener deserves and must have the utmost co-operation of all the officers of the Institute, and given that, she can do a first-class job of keeping your Institute on the map, and telling the world that it is a live organization to which any woman in the community can be proud to belong.

(Contributed by M. McIntyre Hood, Supervisor of Publicity, Ontario Department of Agriculture.)