PROGRAM HELPS

A Guide for Program Chairmen

Club Program Service, a non-profit educational lecture bureau, has received numerous requests from organization presidents and program chairmen asking for advice and guidance on how to get the most out of their programming. The following suggestions have been prepared as a guide for Program chairmen interested in coordinating effective programming with the development of better community relations. We are aware that these suggestions cannot always fully be realized, but it is hoped, for the benefit of communities at large, that most of the following recommendations will be carefully considered:

1. Book your speaker for an entire day.

2. Always try to find an additional platform for your speaker's message: a) a "Y" group; b) church group; c) university campus. Such groups are usually eager to accept lecturers and are grateful for voluntary cooperation. This develops very sound inter-community relationships for your organization.

3. As soon as your speaker arrives, arrange to meet him and brief him on the work and interests of your organization and the type of audience you expect at your meeting.

4. Make certain to obtain free radio or TV time. By properly briefing your speaker and requesting his cooperation, your speaker will tie in, advantageously, a statement about the work of your organization. Be sure the speaker is impressively presented in the introduction on radio or TV.

5. Obtain maximum newspaper coverage for your program: a) arrange a press interview for your speaker; b) a press release handout which can be written in advance with your speaker's cooperation; c) extend an invitation to the local reporter to cover your meeting; d) if possible, have the visiting lecturer meet the editor of one of your local papers.

Several hundred speakers were contacted in order to arrive at what a full day's program should be. After carefully analyzing the returns, we can safely say that the speaker's normal load for a day would follow this general pattern; two lecture platforms, a radio or TV interview, a press conference. In few cases would this program overtax your speaker.

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