

*"Blessed is the spot..... where mention of God hath been made"*

# TEACHING NEWS BULLETIN

ISSUED BY THE NATIONAL TEACHING COMMITTEE

Teaching Bulletin - No.2.

## PUBLICITY AND ADVERTISING.

### The Significance.

Publicising the Faith is an activity of the utmost importance, and, therefore, deserves our thoughtful consideration. It is by way of the advertising techniques we employ, that the non-Baha'i world will in large part eventually come to know of the existence of the Faith. Many who are, or will one day be Baha'is, have heard of the Cause for the first time by reading an advertisement, placard or handbill about the Faith, or by seeing a Baha'i display or exhibition. If our advertising technique fail to attract the interest of the reader or observer, or worse than that, actively repulse their intellectual, aesthetic or spiritual sensibilities, we have, far from serving the Faith we love, done a notable disservice to the Cause, and particularly to the non-Baha'i public.

### The Application.

Publicity methods are not universally applicable to every Community or section of the country. On the contrary, for our advertisements, to succeed we should give particular study to the type of individual to whom we are directing our advertising to their tastes, interests, sensitivities, biases, prejudices, beliefs, etc. We should always try to appeal to their finer nature and better responses. We will then arouse sympathetic rather than antagonistic sentiments and reactions, and those



who are attracted to the meetings or to enquire further, will be there for positive and constructive reasons rather than merely for the purpose of heckling or expressing negative sentiments.

If you are unfamiliar with the attitudes of the people in your Goal Town or Community, do not hesitate to seek the consultation of local residents who are friends of the Cause. Ask their opinion about the various local newspapers, printers, etc. You will find them helpful and informative in most instances.

The Key-note. When planning any type of publicity for the Cause, remember it is the Word of God that is the reason and the central theme of your activity. Dignity and simplicity are the keynotes for attracting the serious attention of the Public. Extremes in artistic techniques and phraseology detract from the seriousness of the subject matter.

Every detail of lay-out, typography, paper or card, colour of ink, art-work, design, and content should be studied carefully so that the best possible effect is achieved. It is well to remember that the most beautiful painting can easily be partially spoiled by a tasteless frame.

Methods of Advertising the Faith. There are numerous ways of advertising the Faith. All of them are more or less effective, depending on the receptivity of the particular non-Baha'i Community, the degree to which the Faith is already known in that town, and the judgement and good taste with which the publicity material has been prepared. In the newspaper field there is the paid classified advertisement in the Public Notices, Personal, or Church Notices columns, as well as the larger display advertising. On the whole, it has been found that well-spaced classified advertising, purchased by the line or inch, appearing in the General Notices column of the paper has been the most successful type of advertising.

Free publicity should be sought on every occasion, and this can be done in three ways, (a) Press Releases, (b) Press Conferences, (c) Press Reports.



In addition to newspaper publicity, handbills, placards, posters and personal invitation cards have been used in various parts of the country with greater or lesser success, depending on the local conditions. Displays of literature, photographs, etc. or the use of the entire Baha'i exhibition have also been ways of successfully attracting new people to the Faith. (For full details of how these advertising techniques are set up, please refer to page 15 of the Teaching Manual.)

### Newspaper Publicity Content.

All publicity which announces coming events should contain a direct reference to the Faith, the type of meeting or event scheduled, the date, place and time, the names of the speaker or speakers, the title of the talk or theme of the meeting, notes about the speaker, if desired, and an invitation to attend. There are many variations which can be used as desired.

In publicity which is being used primarily to attract new enquirers, the use of the Revealed Word, the Principles, or a "World Order" theme is particularly effective. An address, telephone or, if necessary, box number should be included for enquiries.

Press Releases can only be used, of course, when the speaker is some person of note, or has some particular connections to the locality, e.g. an overseas visitor, someone who has connections with some people or movements in the area, a native of the town who has returned home after a long absence, etc. Usually these are provided by the N.T.C. or by the speakers themselves. At present it is the aim of the R.T.C.'s to build up a certain amount of information about each of the speakers in their Region, so that press releases can eventually be made for all our speakers. These releases should be sent to the Chief Reporter, or the Editor of the local newspaper, about a week before the Meeting is due to take place, and worded in such a way as to strike a note of interest in the first paragraph. In these days of shortage of news-print, the most well-received releases are those



where the speaker has some local connection. The date, time, place, title of meeting, and all other details should be included, and an invitation to attend a Press Conference should be at the end of the release.

Press Conferences take the form of the speaker being in a certain place at a certain time, to which two or three reporters from the different papers can be invited, e.g. a private room in a hotel, the Coffee Room, Writing Room of the place where the speaker is staying, or in the Meeting Room itself, say half an hour before the meeting starts. Although information of this has been given in the press release, the most effective way of getting reporters to come is to telephone them two or three hours before the actual Conference is to take place. The Chief Reporter is contacted by phone and is advised that the speaker is at such and such a place and will receive a reporter at such and such an hour.

Press Reports are really the job of a reporter, but nearly always a paper will publish a report if it is supplied, even though a reporter has not been. It should be very much to the point, very brief, give all the facts of the meeting, any additional information about the event, and should be drafted immediately after the meeting and handed in at the newspaper office the same night. Material handed in up to midnight can often appear in the morning paper, but if not, it would almost certainly appear in the evening paper. Where the theme is well known, and the speaker is known to be able to keep to the theme, the report can be typed out in advance, leaving certain spaces for the actual details of the meeting.

#### What Method to Use.

It is not always easy to know which type of publicity will be most effective in one's own area and, therefore, it is, on most occasions, wise to seek the advice of the National Teaching Committee before going ahead with publicity plans on too vast a scale, as that Committee has a wealth of previous experience from which to draw its conclusions. On the



whole, unless the particular publicity technique shows direct fruit by actively attracting enquirers to the Faith, at this stage of the development of the Faith in Britain, it serves no really useful purpose and may be a needlessly expensive undertaking for that reason.

Baha'i advertising should aim at offering the reader a challenge to investigate the Faith further. The Cause deals with every aspect of human life and belief. It is our task to put this universality of appeal to its fullest use. There is no one best way to publicize the Cause. There are almost as many good ways as there are types of people to be attracted. Our task is to find the technique which will today cause the prepared hearts to stir. We must let the people hear, or see, the word "Baha'i".



THE BAHÁ'Í FAITH

A Community is being established in Newcastle having the following fundamental principles:-

1. The Oneness of Mankind.
2. Independant Investigation of Truth.
3. The Foundation of all Religions is One.
4. Religion must be the Cause of Unity.
5. Religion, Science, Reason must be in Harmony.
6. The Relinquishing of Prejudices.
7. Equal Status for Men and Women.
8. Education for All Mankind.
9. Spiritual Solution of the Economic Problem.
10. Universal Auxiliary Language.
11. World Peace.
12. A World Commonwealth.

Anyone who accepts ALL of them and is interested in actively promoting them is invited to write to RICHARD BACKWELL  
42, WINGROVE ROAD, NEWCASTLE, 4.

B A H Á ' Í W O R L D F A I T H .

S o m e P r i n c i p l e s :-

- "The Oneness of Mankind."  
"Religion must be the Cause of Unity."  
"Independant Investigation of Truth."  
"A World Commonwealth."

For information, literature, write Box 7542  
"Every heart should radiate Unity".

Bahá'u'lláh.

In  
addition  
to the  
typed  
"copy",  
you may  
wish to  
add  
instructions  
to the  
printer.  
Specimens  
of these  
can be  
seen on  
the next  
page.

all these  
ads. are:  
1 "SINGLE  
COLUMN."



BAHÁ'Í WORLD FAITH.

Invites Investigation.

"The earth is but one country, and Mankind  
its Citizens."

"Be unjust to no man and show all  
meekness to all men."

Bahá'u'lláh.

For further study, the Bahá'ís of Brighton  
will hold weekly meetings, commencing 24th Aug.

"The Institute", Queen Square, at 7.30 pm.

All thinking people warmly welcomed.

BOLD  
FACE.

in  
italics

1" S. Column. PUBLIC NOTICES. TUES. 30 AUG.

BAHÁ'Í WORLD FAITH.

"Consort ye, O people, with all religions  
with joy and fragrance .... Ye are all  
leaves of one tree and drops of one sea.."

Bahá'u'lláh.

Meetings every Wed. for enquiry.

"The Institute", Queen Square, at 7.30.

All thinking people warmly welcomed.

CENTRALISE  
THIS  
LINE

SMALL  
TYPE.

any such instructions can  
be added, either in longhand,  
or in different coloured ink  
so that the printer is not  
confused.

B A H Á ' Í W O R L D F A I T H.

Some principles:-

"The Oneness of Mankind."

"The Oneness of Religion."

"Independent Investigation of Truth."

"The Harmony of Religion and Science."

PUBLIC MEETING.

"World Order Through World Religion."

Y.M.C.A., Mon., Sept. 12, at 7.30 p.m.

Speaker: DAVID HOFMAN.

All thinking people warmly welcomed.

VPPER  
CASE.

NATIONAL TEACHING COMMITTEE.