

NATIONAL PUBLICITY COMMITTEE

REPORT TO CONFERENCE OF NATIONAL PUBLICITY WEEK - 18-24 JUNE 1973

The remit which was passed by the Conference at Auckland last year simply resolved that a National Publicity Week was to be held and a guide to the time was also included. No direction as to how the project was to be run or what lines were to be followed were given, so it was truly breaking new ground. At this point it would be as well if all members realize that it is not claimed that the project was without fault or that some things could have been better. The members of the National Committee, are quite prepared to accept and indeed will welcome criticism if it is of a constructive nature, but will not accept unfounded criticisms. It is hoped that all Associations consider the project to have been of benefit and will again support such a project with the same willingness and endeavour as this time.

The National Committee is grateful for the manner with which all concerned applied themselves to this worthwhile project. Many people contributed to the project and it was indeed a pleasure to be associated with a project which moved so smoothly, such smoothness reflecting the willingness of those concerned to do all that was asked of them, but most important was the promptness of the replies to correspondence.

This project must not be measured solely by what it cost, but must be measured by what it has achieved on a National basis. The only answer to this must be complete success. It may be argued that the project was too ambitious, but of course it is well to remember that Kindergarten people are, on the whole, ambitious people. The actual carrying out of the project on a National basis, was comparatively simple, but only because the people involved recognized the magnitude of the task and rose to the challenge. Many hours were spent just talking things out - remember there was no pattern to follow - and making various contributions to the pool of ideas from which eventually came the plan which was followed. To assist in following what happened and how it happened, the various movements will each be given in the order in which they occurred for the benefit of the next Committee, appropriate remarks will be noted.

COMMITTEE FORMATION

No guide lines were available to the Whangarei delegate at Conference, therefore it was assumed a free hand was given to the appointed to play the cards as he saw them. After long consideration it was decided by himself, that a Committee of four people would be sufficient to carry out this programme. Volunteers were sought from the Council meeting and three people were selected to assist, namely - Mrs I. Izzard, Mrs E. McIntosh and Mr P. Methven, together with myself as Chairman made up the Committee of four. As was thought, this proved to be sufficient. At the first meeting it was agreed that formality of meetings should be kept to a minimum with the emphasis being placed on each doing his or her own allotted tasks and meeting dead-lines. Each person was given specific duties to carry out, such duties to be their total responsibility. The Committee format went as follows:-

Mr Gurnell	- Chairman - Co-ordinator Duplicating - Printing
Mrs Izzard	- Secretary - Treasurer Timetable attendant
Mr Methven	- Programme plan manager Art work - Hand-out composer

Mrs McIntosh - Assist where required.

(For meetings held, see appendage (1) page (4))

IDEAS - COLLECTING AND COLLATING

The ideas which were eventually put forward and worked on, were not those of any one person, but the result of plenty of discussions at the early Committee meetings. These early meetings were called especially to seek ideas and to this end, buzz group methods were applied and good use made of blackboard recording. This method proved to be invaluable although some say it is not adaptable to small groups. With the right break-down, the buzz group system has equal application with both small and large groups. The value of these early meetings and recording system, was fully appreciated as the project moved along.

Having collected the ideas, they were then sorted into order and incorporated into the overall project plan with the appropriate timing noted alongside. No project of this nature, should in our view, be attempted without first having been through this systematic employment of thoughts. Ideas are only spoken thoughts and as such, are easily lost if not recorded.

PROGRAMME PLAN

The use of a programme plan is not new, but is really essential on a large project. No building contractor would attempt to erect a large building without first having obtained and studied a blueprint of the proposed building. After having done this, he then marshalls his manpower and material and gets on with the job. So it was with this project and the programme plan was used extensively. Constant reference to our plan allowed deadlines to be met, it also allowed slight adjustments to be made to meet unexpected contingencies.

This plan was able to re-assure the Committee that things were in fact happening as they should, i.e. in correct sequence etc. it allowed a complete picture to be shown at any time of what had been completed, what was yet to be started and what was happening at the moment.

(For reference to a reduced version of this plan, refer to appendage (2) page (5)).

NATIONAL ADVERTISING BY NATIONAL COMMITTEE

The original thinking of the National Committee tended to favour the idea of National advertising being under the direct control of themselves. This line of thought was altered only after very careful analysis of the costs of so doing, set against what would in fact be achieved. The Committee finally came to the conclusion that not only was National advertising per, Radio, Television and National Newspapers too costly (one day's radio advertising would have exceeded our original budget) it would in fact be only duplicating the efforts of the local committees, who would receive mostly free or sponsored advertising. Other avenues were sought and it was agreed that one good article suitably illustrated in a National Magazine would suffice. I am happy to report that the chosen magazine gave us an absolute, beyond expectation result. An advertisement was placed with this magazine seeking Life Membership from the public at large. I regret to report that this only obtained one.

(For costs involved in National Advertising see appendage (3) page (5)).

THE BUDGET

It would be senseless to launch a project of this magnitude without first ascertaining as accurately as possible, what the

total cost will be. To be worthwhile a budget must be well conceived, well researched and allow for a limited sum for unexpected contingencies. The National Committee was at all times very mindful of the fact that whatever was expended on this project, would ultimately have to be paid by the various associations, so serious consideration was given to this question.

Allowing that each participating association was going to face further expense at local level, every effort was made to keep the National expense to a minimum. Budgeting did not allow for donation of monies or kind, but set out to show a total cost. Having now decided how much the project was likely to cost, methods were looked for to improve on our budget. The following avenues were explored and all were fruitful, thus effecting the looked for savings. Members of the National Committee were able to negotiate the following goods and services entirely free of charge:-

Stencils - duplicating paper - carbon paper - duplicating services, typewriter, meeting venue.

This assistance has not passed without thanks and did not in any way interfere with the possibilities of the local committee seeking donations etc. Mention is made here of an item of \$3 which appears in the balance sheet as duplicating charges. This was in fact donated to the staff social fund of the firm which gave the use of their duplicator and operator. (This report is the last of the duplicating.

(For copy of budget see appendage (4) page (5))

TIMETABLE

Some may think that the need for a timetable would be non-existent in face of the programme plan. The basic idea of the timetable was designed more to timetable the people involved than the actual happenings themselves.

It was felt by the National Committee that to encourage all committees to maintain enthusiasm, thought provoking ideas must be kept going forward to them. The value of these would have been lost to a major degree if they had been received as soon one parcel and discussed together. This would have resulted in an undesirable time-lag which would possibly have allowed enthusiasm and member contact to lag. The timetable was also designed to be responsible for ensuring that the National Committee met regularly and had items of importance to discuss. Another result of the timetable, was to allow meetings to finish early - 9.15 p.m. deadlines - and to obviate the necessity for holding more than one meeting in any one week. I am happy to report that our timetable achieved, to our knowledge, all it was designed to do.

NATIONAL CONTACTS

It was recognized by the National Committee, that if this project was to be truly successful, then an early warning system to National Advertising Media, had to be employed. This was achieved by notifying all concerned (For list see appendage (5) page (5).) very early, and supplying some outline of the objects being sought - i.e. to publicize Kindergarten in all its aspects. This was followed later giving more information with a copy of the 'History of Kindergarten' (supplied by the Union Secretary) along with the name of the best person to contact in their particular area. Associations and the person so named, were informed of this.

This contact with the National news media, was made for a dual purpose, namely to both inform them of the project and to firmly implant the thought of it being a National effort thereby making it an easier door to open for the local Committee. We were simply 'selling the idea'.

To further the range of contacts and to lend official weight to our project, it was deemed desirable to contact and make use of two Nationally recognized people, namely our own President, Miss L. Ingram, and the Minister of Education, Mr Amos. Committees received the releases from these people and indications are that they were extensively used. (For list of National Contacts see appendage (6) page (5)).

SUMMARY

The National Committee wish to convey to all who took part in this project, their sincere thanks for the full and considerate co-operation given. There is no doubt in our minds that the project achieved what it set out to do - namely, publicize Kindergarten on a National basis. The project was most interesting to carry out although if honest, we would have to say that at times we did wonder if we were indeed doing the correct thing by those participating. If this project has done nothing else, it has shown that the Kindergarten Movement can indeed work together and work well toward a common goal. Do we realize fully the potential strength we have in our organization? Indeed the National Committee can think of no better way of summarizing the project other than the adaptation of the one word we are all proud to say and to hear being said. The word is simply:

- K IS FOR THE KNOWLEDGE BOTH GAINED AND GIVEN
- I IS FOR THE INFORMATION SO EAGERLY SOUGHT
- N IS FOR NATIONAL EFFORT MADE SO WILLINGLY
- D IS FOR THE DETERMINATION WITH WHICH THE PROJECT WAS CARRIED OUT
- E IS FOR THE EAGERNESS OF THE PEOPLE INVOLVED
- R IS FOR THE REWARDS RECEIVED FROM PUBLICITY
- G IS FOR THE GOOD WORK DONE BY ALL
- A IS FOR THE ANSWERS SUPPLIED TO ENQUIRING PUBLIC
- R IS FOR THE RESULTS WHICH HAVE BEEN WORTHWHILE
- T IS FOR THE THRILL WE HAVE RECEIVED THROUGH SUCCESS
- E IS FOR THE EXPERIENCE GAINED BY ALL WHO SERVED
- N IS FOR THE NEED OF THE CONTINUANCE OF THE PROJECT

This report compiled and presented by
the NATIONAL PUBLICITY COMMITTEE
under the hand of - STAN GURNELL
CHAIRMAN

APPENDAGES

1. COMMITTEE MEETINGS

This Committee held 9 official meetings. They were all held in the Tikipunga Kindergarten commencing at 7.30 p.m.

Average attendance 4.

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|----------------------------|----------------------------|
| 1st -- 24th October, 1972 | 6th -- 28th February, 1973 |
| 2nd -- 31st October, 1972 | 7th -- 13th March, 1973 |
| 3rd -- 7th November, 1972 | 8th -- 21st March, 1973 |
| 4th -- 5th December, 1972 | 9th -- 9th April, 1973 |
| 5th -- 21st February, 1973 | |

2. PROGRAMME PLAN

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE

EACH SQUARE = 1 WEEK OF MONTH. RECORD IN EACH SQUARE ITEMS TO BE COMPLETED IN THAT WEEK (USE LARGE SHEET)

3. NATIONAL ADVERTISING COSTS

Radio - N.Z. Broadcasting Corporation - Time check package - 'It's National Kindergarten Week time?' \$126.60 per day for 20 spots on all four stations.

T.V. - 1 station - 1 advertisement \$180. This is for one advertisement of any consequence.

Papers - \$2.60 per column inch. For an advertisement of good size, the cost would have exceeded \$100.

4. THE BUDGET

Paper	3.00
Envelopes	10.00
Stamps	15.00
Blocks	40.00
Stencils	2.50
Handouts	40.00
Letterhead paper	20.00
Press adverts	<u>300.00</u>
	<u>430.50</u>

5. NATIONAL CONTACTS - NEWS MEDIA

- N.Z. Woman's Weekly
- N.Z. Herald (Auckland)
- 'The Dominion' (Wellington)
- 'The Press' (Christchurch)
- Otago Daily Times (Dunedin)
- W.N.T.V.1. (Wellington)
- D.N.T.V.2. (Dunedin)
- C.H.T.V.3. (Christchurch)
- A.K.T.V.2. (Auckland)
- 1.Y.A.
- 2.Y.A.
- 3.Y.A.
- 4.Y.A.

6. NATIONAL CONTACTS

Miss Ingram - National Kindergarten President
 Mr Amos - Minister of Education
 National President, N.Z. Free Kindergarten Teachers' Assn.
 The Principal, Dunedin Kindergarten Teachers Training College
 The Principal, Christchurch " " " "
 The Principal, Wellington " " " "
 The Principal, Auckland " " " "
 Secretary, Federation of University Women

BALANCE SHEET

INCOME

EXPENDITURE


By Union advance	300.00	Cheque book	50
Donations	40.00	Tolls, postages & telegrams	23.43
Interest	1.86	Printing & stationery	84.65
Cheque form refund	29	Petty cash	11.00
		Advertising (N.Z.W.W.)	123.50
		Donation	3.00
		Refund to Union	96.07
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	\$342.15		\$342.15
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Assets on hand - Stamps 75c
 Letterheads \$18.50

NOTE: These have not been written back into balance sheet.

RECOMMENDATIONS

The Committee of 1973, submits the following recommendations for consideration by the 1974 Committee:

1. That the campaign be held again at approximately the same time. (We see no need to ask for a change from the original direction of Conference), 
2. That the early warning system to the 'National' advertising media, be used again. (This early warning was appreciated by these people).
3. That consideration be given to the holding of a 'National' raffle, to be held in conjunction with this week, such a raffle to be under the control of the National Publicity Committee - It is suggested that a prize or prizes to the value of approximately \$500 be offered, say a trip for two or a colour television as examples. Each Kindergarten could become a selling agent, retaining 50% of their ticket sales as commission. With some 300 Kindergartens selling a minimum of only \$10 worth of tickets, would return a net \$800 approx. to the Union Office and could be used to defray travelling costs of President thereby helping to peg Union Levies.
4. That to help in minimizing the costs, sponsors again be sought for such things as stencils, duplicating paper, ink and duplicating services. (1 box stencils and approx. 4 reams quarto paper and 1 ream foolscap paper were used)
5. That a standard design for car-sticks be drawn up and such stickers be produced by the National Committee and sold to Associations for re-sale. National Committee to charge associations at cost, with associations selling at a profit.
6. That during this week, a National appeal be made through the Trading Banks for a cents from the statement appeal. (Details of this scheme can be obtained from this year's Committee Chairman). This appeal could and should bring in a vast amount of money to be shared by Associations, but because of the nature of the project, details must be kept guarded otherwise we may be beaten to this source of revenue.