

TIGHT BINDING

36

PUBLICITY

I. For Each Exhibition

A. Written

1. Advance articles - magazines
2. Advance notices - newspapers
3. Outline Bulletin for Critics' day
4. Follow-up stories about visitors, artists, lenders, "human interest", etc.
5. Magazine articles - reviews
 - a. Domestic
 - b. Foreign

B. Photographic

1. Magazines
2. Rotogravure
3. Critics

C. Radio

II. Miscellaneous Publicity

1. Trustees
2. Staff
3. Acquisitions
4. Building

CATALOGS

I. Distribution

II. Review copies

III. Stock-taking, reprints, etc.

EDUCATIONAL

I. Gallery Docent (by appointment?)

1. Individual
2. Group

LIBRARY

I. Cataloging library

II. Assembling books on each Exhibition