IV. PUBLICITY

The number of press releases sent out from the National Office during the past three years is as follows:

1924	440
1925	488
1926.	506

The fighting strength of the Association comes largely from the readers of colored newspapers. It is to colored editors that the weekly news releases go, telling of the work of the N. A. A. C. P. Colored editors have broadcast the work of the Association in such a way as to strengthen its hands. Their sympathetic and cordial comment has helped to spread among their readers an understanding of the aims of the N. A. A. C. P., of its accomplishments, and of the means by which it is attempting to realize its purposes. The mainstay of any work in behalf of the civil rights of the Negro in America is an informed and responsive public opinion among colored people themselves. In the creation of this public opinion the colored editors of the country are playing a part the importance of which cannot be overestimated.

It would be impossible to mention the names of all the editors who have generously given their news space and their editorial commendation to the Association. For they include editors from Massachusetts to Texas and from California to Florida.

Of course, the audience which presents the chief problem, and which in many respects it is most important to reach, comprises the readers of white dailies and weeklies. For it is essential that the American public be informed of the aims of the Negro. In this field, it is gratifying to report new strength of the N. A. A. C. P. Especially is it to be noted that gains have been made in the South where dailies have increasingly this year commented editorially on the anti-lynching campaign of the Association. That many of the comments were adverse to the Association's work, and especially hostile to the idea of a federal anti-lynching bill, does not alter the fact that the work of the Association has now reached the stage where it is impossible for the white South longer to ignore it.

Comment on the outstanding exploit of the Assistant Secretary in investigating the Aiken lynchings was widespread, such an important white daily as the Atlanta Constitution naming the N. A. A. C. P. editorially in this connection. Other newspapers commenting on the anti-lynching campaign and naming the N. A. A. C. P. include the New York World, the Louisville Courier-Journal, the Columbus Evening Dispatch, the Richmond Times-Dispatch, the New York Times (in a lengthy survey of the lynching situation by Savel Zimand. The N. A. A. C. P. furnished Mr. Zimand with material.), the New Republic, the Survey, the Nation, the Springfield, Mass., Evening Union, the Kalamazoo Gazette, the Springfield, Ill., Republican, the Duluth, Minn., Labor World, the Philadelphia Evening Bulletin, etc., etc.

Statistics on the year's increase in lynchings over the preceding year, as well as telegrams of protest urging Federal action, sent by the N. A. A. C. P. to President Coolidge, were given nation-wide distribution by the Associated Press, literally hundreds of clippings coming to the National Office from all parts of the country.

The publicity on the Annual Conference in Chicago, complicated as it was by the news of the Eucharistic Congress, at that time concluding its sessions in that city, was unexpectedly successful. Mr. Carol Binder of the Chicago Daily News wrote a daily signed article about the N. A. A. C. P. Conference, there were good reports in the Chicago Evening Post, as well as the most cordial editorials in both papers, and occasional news stories in the Tribune. The Christian Science Monitor of Boston as usual designated a special correspondent who telegraphed a daily story from Chicago, and the interest in the Conference was such that the N. A. A. C. P. has received extensive reports of its proceedings cabled to France and published in the Paris edition of the New York Herald.

Favorable comment has furthermore come to the N. A. A. C. P. from new sources. The Locomotive Engineers Journal commented editorially on the advice given to the Negro through the N. A. A. C. P. to vote independent of political party allegiance. The World Service News, published monthly by the Methodist Episcopal Church in Chicago, in January, 1926, published the following item:

All those Christian people indignant at the disfranchisement of their colored brothers in the South may help to right the conditions through the National Association for the Advancement of Colored People, 69 Fifth Avenue, New York City. The Association will send you information on that subject and a record of their achievements for the past years.

As a consequence of this, letters of inquiry were received from many parts of the country, many of them coming from clergymen.