

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 18 MARCH 1974

Remimeo

PR Series 23

THE PRESS BOOK

A professional PR who has a "client" always at once constructs a display book. And he keeps it added to and up-to-date.

IT IS VITAL THAT THIS BOOK BE CREATED AT ONCE.

The book is used to get interviews, bookings, press.

Usually it is a loose-leaf big fancy clipping scrapbook.

Such a book begins with an acceptable story of the group creation which is factual and contains itself PR.

There follow press cuttings including photos as in the press. Such press sections go on and on in the book as new press occurs so other data is sandwiched in between expanses of press.

Radio and TV appointments or plays are noted or clipped from papers and posted in.

Display photos of the group exist in different locations.

Group members are individually photographed and a short *PR* biography (quotable gimmicks) is included for each member. This is material a reporter or interviewer would pick up and use for human interest.

Awards, plaques are photographed well and included.

What they do is described.

In the case of a music group a cassette player and a sample tape are part of the kit—a piece that shows audience participation.

Several full packs of photos, duplication quality, one of each displayed, are included in the kit. This is so no one tears photos from the book.

Real handbills and posters are posted in as they occur.

Such a book is a responsibility of any professional PR. A pro never operates without one. He also keeps it up-to-date as a routine action, putting new photos and clippings in it as a day-to-day part of his admin.

The book is *not* created in 2 or 3 months. It is knocked together fast and then gradually built fully.

It is of tremendous use and gets bookings and interviews with speed.

That it is fat is a big recommendation in itself.

Usually it and its packs are kept in an attaché case big enough to hold the works.

No *professional* PR or booking agent or advance man is ever without a display book telling of and selling his client.

A group's *popularity* and *usefulness* depend as much upon doing the usual steps (such as a display book) of PR and booking as they do upon the performance itself.

PR is defined as GOOD WORKS WELL PUBLICIZED.

The first public one contacts is usually the person in charge of programs.

This book is what you PR *him* with. If you win there, you are in and have a comm line to the broader public.

Thus a PR or booking man without a good effective display book is liable to miss selling the person who has the key to the door!

So be sure to make and have such a book!

L. RON HUBBARD
Founder

LRH:ams.ts
Copyright © 1974
by L. Ron Hubbard
ALL RIGHTS RESERVED