

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 follows 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) are 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 is 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 pecks 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 it does 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  
Copyright © 1974  
by L. Ron Hubbard  
ALL RIGHTS RESERVED