

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 19 SEPTEMBER 1988

Remimeo  
All PRs

PR Series 24

CLIPPING BOOKS

(Reference:

HCO PL 18 Mar 74

PR Series 23

THE PRESS BOOK)

A PR should keep clipping books of all ads, news stories, photographs and even commercials relating to any one item.

Such books are usually quite large, more like big scrapbooks than press books. The difference between a press book and a clipping book is that a press book is designed to tell of or sell a PR's client, whereas a clipping book contains all sorts of data relating to any one item.

If one keeps such a book for any one item up, one has at once all the materials from which to:

- a. quote,
- b. make up similar campaigns and
- c. analyze the success, or lack of it, of a campaign so as to adjust the next campaign for a similar item.

Neat PR admin of this character makes a PR's work in the future much easier.

Also, a humongous clipping book, as different from a press book, can be used to make a big impression when trying to convince an editor or manager he is dealing with a commodity that GOT COVERAGE. It can mean the difference between placing new releases, bookings or schedulings and not placing them.

A maxim that runs in editors' minds is "existing press gets more press - unpublicized items go unpublicized."

Sort of daffy, but that's how they think.

A clipping book helps solve this.

L. RON HUBBARD  
Founder

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