

# RUDDER

FROM THE OFFICE OF THE EDITOR

FAWCETT PUBLICATIONS, INCORPORATED  
67 W. 44th ST., NEW YORK, N.Y. 10036 212-661-4000

June 28, 1967

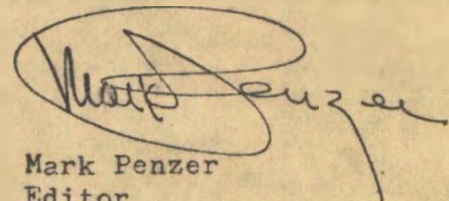
Mr. David Cabot  
Acushnet Process Co.  
New Bedford, Mass.

Dear Mr. Cabot:

The job of a press release is to persuade an editor harried by the usual press of events and an inherently crusty nature, to use the material proffered. That means it must sell, be punchy, to the point. Can he look at it glancingly and know what the message is?

Your Off Soundings release is, frankly, a prime example of how not to do it. It shows a hell of a lot of work, to be sure, but I just don't have the time to sift through it unless I first determine it deserves the attention. What's called for is a covering release --two maybe three paragraphs that tell what (name of the race), who (overall winner, elapsed and corrected time, owner), when (date of the race) and where. The rest of the information, as you have it, should ride along so that, if the piece is to be used, everything necessary is at hand.

Respectfully,



Mark Penzer  
Editor

MP/tb

cc: Don Robinson  
Ben DuPont



*The*  
**SKIPPER**  
SECOND STREET AT SPA CREEK  
ANNAPOLIS, MD. COLONIAL 8-1330

June 26, 1967

Mr. David Cabot  
Chairman Public Relations  
ACUSHNET PROCESS COMPANY  
New Bedford, Massachusetts 02742

Dear Mr. Cabot:

Thank you very much for sending along the material on the Off Soundings series. We appreciate your thinking of us.

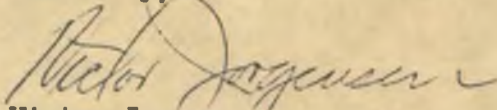
Our problem these days with such race result reports is simply this: There are so many of them around the country, of a larger or smaller nature, that it would take a telephone book-sized publication each week to do them justice. This plus the fact that our publication deadlines are far in advance--we are presently starting work on the September issue--that as news reports such stories are really antique by the time they get in print and of only incidental interest even to those who participated. These two factors conspire to a playing down of race reports except for a few of the large and general ocean races.

However, this does not mean we are not interested. We know that almost every race produces some incident that is either significant, or humorous, or revealing, and reports on such interest us a great deal, as well as our readers, we think. These need not be long involved stories, and generally the best of them are the stories told over the bar or on the club pier after the race. Such stories are easily recognized because they draw a laugh from listeners or an exclamation of "I'll be damned" or of concern.

I'm sure the Off Soundings series produces them, and if you would keep an eye out for them for us, we would be greatly in your debt.

We do appreciate your interest, and hope to hear from you again.

Cordially,

  
Victor Jorgensen  
Managing Editor

VJ/jr

# Yachting

WILLIAM W. ROBINSON  
EDITOR

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TEL: 212 MU 2-3214  
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July 19, 1967

Mr. David Cabot  
Acushnet Process Co.  
New Bedford, Mass. 02742

Dear Dave:

Thank you very much for sending me the Off Soundings results.

As for your question about improving the coverage, we would be delighted if we could receive the results in a press release right after the regatta, rather than waiting for the official standings that are eventually mailed to members. Unfortunately, the dates usually fall right in the middle of the month and this means that coverage is six weeks late in getting in the magazine, but there's not much we can do about that.

As for advance information, we work so far ahead that I am afraid there isn't much we can do along those lines. For example, we are in the middle of putting through material for the September issue right now. We have enough trouble covering the results of events without worrying about advance articles, but it does help us to know the dates as soon as they are set so that we can put them on our calendar of events. When you know the dates, please send them to Miss Rosemary Curley here.

Give my best to Holmes Byer, and tell him we're looking forward to seeing him on Saturday night, the 29th.

Sincerely,

Bill

WWR/m