

January 8, 1968

OFF SOUNDINGS CLUB
PUBLIC RELATIONS COMMITTEE

TO: Ben DuPont

FROM: Dave Cabot

SUBJ: Public Relations Committee Report - 1967 Season

Little did I know on that day last spring, when I accepted your request to do the Public Relations job, how much work I was undertaking for Irene, my secretary. And after the night of June 9th, which kept her up until after midnight, struggling to get unfamiliar names and terms across to sometimes irascible and unreceptive newspaper men, I guess she wished she had never heard of Off Soundings. However, we both learned a lot from that experience, and the Fall Series went off relatively like clockwork.

The rewards of the job, for both of us, have been the contacts with folks like Dave Philips of the Providence Journal, Bill Robinson of Yachting, Rick Odermatt of the New Haven Register, and many many others, who coached and guided us in our efforts to get our message across quickly and in the proper form. I am attaching copies of three of the letters of guidance and criticism which helped us greatly.

Briefly, the job as I see it is divided into four parts:

1. Contacts with the newspapers immediately after the races to get the information into the next day's papers. This is perhaps the most aggravating phase, because it must be done during the time when everyone else is dissecting the race and frequenting the famous earthenware crocks, but here is where organization and pre-planning can pay off in getting the job done quickly. My hat is off to my wife, Lou, to Angie Robinson, and of course to Irene, for their invaluable help on this phase.
2. Forwarding results by mail to the periodicals, such as Yachting and Soundings. This was probably the easiest part of the job, as all we had to do was type up and send out the material which we had 'phoned in to the newspapers. The attached letters point out the difficulties of getting coverage, in an era of ever-increasing numbers of races and size of fleets. I think we have done reasonably well here and it was somewhat gratifying to note that Soundings published my articles verbatim, both spring and fall, but any suggestions by the officers or membership for improvement of this phase would certainly be welcome.
3. Off-season contacts, primarily with the periodicals, in an attempt to get pre-race coverage and more complete coverage of the races themselves. I am attaching a copy of typical outgoing

3. correspondence, and the three letters previously referenced are good examples of the replies. Success in this area has been rather slim, as we are fighting the battle of competition with other events, and long publication lead times. Here again, any suggestions would be warmly received, and I would particularly appreciate being advised as rapidly as possible of the dates of this year's events, which I note are item #5 on your agenda.
4. Coverage of the Annual Meeting and Winter Shore Party, "GOSH", etc. This will be a new experience for me, as I took over the reins after this time in 1967.

I would like to repeat my desire for advice, guidance or suggestions from you, your officers, or any of the membership, particularly those who earn their livelihood from public relations. This is my first real experience in this type of work, and I do not, by any means, profess to be an expert.

I would be happy to continue on in 1968 if you so desire, or to step aside for someone else with fresh ideas and better background, if that seems preferable. Thanks for letting me have a whack at it, as I have enjoyed it immensely.



David Cabot

enclosures

OFF SOUNDINGS RACE - FIRST DAY

The 30th Annual Spring Off Soundings Series got under weigh today (June 9th) with 207 boats entered in six classes. Of that number 182 started and 181 finished.

The start was blessed with clear skies and a cool light westerly, as the smaller classes started first. The two smallest classes, B2 and C2, sailed a dog-leg 16.3 mile course from Sarah's Ledge, off New London, Connecticut, to Valiant Rock, thence to the Ruins buoy, and then to the finish, off Three-Mile Harbor on Long Island. Strong flooding currents in the Race, coupled with light airs, made it necessary for skippers to exercise superb judgement of current velocity, and wind direction and strength, in order to come out on top for this leg. The legs from Valiant to the Ruins and then to Three-Mile Harbor were a beat in gradually increasing south-westerly airs, culminating in a real slog at the finish for the smaller boats, lugging their big genoas. It blew so hard toward the finish that Folly's Crutch, Class C2, was dismantled.

The larger classes, A1, A2, B1, and C1, sailed a 25.4 mile course around Race Point to Cerberus Shoal, thence to the Ruins and finish. Due to the longer course, they experienced more of the stronger airs, a number of boats changing headsails as many as three times during the weather leg. The Canadian sloop Ziphius, owned by Skip Sheldon of Montreal, was noted to have a man aloft off the Ruins buoy, effecting repairs.

The order of finish, on corrected time, for the first day of the Series was:

Class A1

Boat

Kittiwake
Butterfly
Easterly
Georjabelle
Vagabond
Bambi
Blue Cloud
Cyane
Kona
Orecl II

Owner

Humphrey B. Simson
John Spear, Jr.
Richard F. Cooper
Jasper H. Kane
Joseph H. Rhodes, Jr.
J. M. Halsted
Hinsdale Smith, Jr.
Henry B. duPont
C. Wallace Tiernan
Halford W. Park, Jr.

Class A2

Qui Sait
Direction
Dolphin
Rhubarb
Courtesan
Doki
Emily
Volunteer
Ziphius
Maybe

Daniell E. Doane
William J. Graham
W. B. Lockwood
Benjamin B. duPont
John F. Young
Henry Strauss
Edwin S. Gaynor
Donald P. Robinson
Skip Sheldon
J. Albert Hitz

Class B1

Boat

Cheers
Tempest
Torrish
Starfire
Scimitar
Blue Wing
Sally Forth
Ceres
Chivaree
Bluejacket

Owner

George R. Harrah
David G. Bourne, Jr.
Robert T. Finlay
Arthur M. Cottrell, Jr.
Arthur E. B. Tanner
Wallace Sunderland
John P. Leo
M. Keith Walker
David M. Johnstone
John R. Wheeler

Class B2

Outlaw
Sporran
Lucy
Whisker
Yankee
Clavier
Savili
Dancer
Corvus
Hornet

Allen Berrien
G. T. Gurney
Joseph F. Regan
John R. Fales
Charles S. Hazard
Felix T. Trommer
E. Carleton Granbery, Jr.
Dudley W. Field
Thure W. Dahl, Jr.
John H. Hubbard

Class C1

Decibel
Shadow
Windquest
Storm
Fleetwing
Blixtar
Destination
Replique
Stiletto
No Name

H. G. Lemmerman
Charles T. Sturgess
A. Justin Wasley
Bruce E. Barnard
George H. Hart, Jr.
Danforth Miller, Jr.
Edmund S. Kelley, Jr.
John J. Abberley & R. N. Bavier
E. Monroe Osborne
John A. Dickerson

Class C2

Willet
Robyn
Light Fantastic
Zallee
Renegade
En Charette
Triumph
Pa Ga Sa
Curlew
Sprite

J. M. Washburn
Frank A. Medeiros
Sylvan R. Shemitz
Clayton Farrar
William Baxter, Jr.
Ronald K. Noe
Edward Heyniger
H. M. Kelley
Eugene M. Reardon
T. M. Russell, Jr.

For the first time in Off Soundings history special prizes were awarded to class boats, where six or more boats finished of a given type. Class awards were as follows:

Pilot (Sailing in Class A2)

<u>Boat</u>	<u>Owner</u>
Pavane	James E. Peters
Jada	Thomas S. Harrison
Chrisada	Eliot Hale Porter II

Alberg 35 (Sailing in Class B1)

Torrish	Robert T. Finlay
Blue Wing	Wallace Sunderland
Eagle	Richard Hutton

International 500 (Sailing in Class B1)

Sara Ann II	Charles F. Street
Mar-Lee-Go	Daniel L. Miller, III
Tumbler	Kenneth B. Tate

Tartan (Sailing in Class B2)

Sporran	G. T. Gurney
Yankee	Charles S. Hazard
Corvus	Thure W. Dahl, Jr.

Triton (Sailing in Class B2)

Dancer	Dudley W. Field
Alacrity	Patrick F. Papineau
Night Wind	Frederick F. Davis, Jr.