

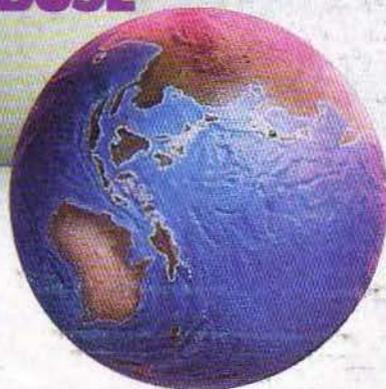
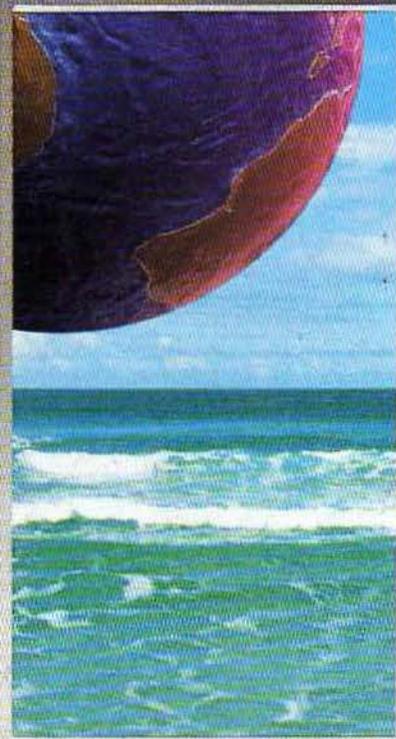
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## THE FIFTH FORCE: A NEW LOOK AT THE REALITIES OF ANTIGRAVITY



## GRAND ILLUSIONS: WHEN SCIENCE AND MAGIC MERGE ALICE MILLER: THE TROUBLE WITH FREUD, VIOLENCE, AND CHILD ABUSE



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•First Charnas will  
put UFO ads in national magazines.  
Then it will  
air UFO commercials on TV.•

## ANTI MATTER

"UFOs," says Connecticut lawyer Robert H. Bletchman "are the Rodney Dangerfield of science. If we're being contacted by extraterrestrial intelligence, it should be a monumental historic event. Instead, the subject matter is denigrated to the point of ridicule."

After 20 years of frustration, Bletchman, who is a consultant for the Mutual UFO Network (MUFON), finally decided it was time to tackle the UFOs' poor public image himself. First he roughed out a legal-pad ploy designed to enhance the public's perception of UFOs and to force the gov-



## UFO UPDATE

ernment to reveal evidence he believes it's hiding. Then he began a round of visits to advertising executives who could offer "a professional's advice."

The first few firms Bletchman contacted laughed in his face. But finally, executives at Charnas, Inc., one of New England's top 20 advertising agencies (clients have included Gillette, Timex, and Polaroid), perked up their ears.

Charnas officials insist they're as straight-faced about the UFO public relations campaign as MUFON is. "We plan to approach the issue intelligently and rationally, in a way that won't possibly reflect poorly on us," says Joyce Silverman, agent in charge of the account. "We'll use the rules of advertising to attack a problem unique in its overtones. That is not to say we won't strike an emotional note in any of our advertising, but we certainly won't be sensational."

Silverman says she's never seen a UFO herself. "But I've spoken with people who have, who were shaken by it, and who felt embarrassed to talk about it," she says. "That's not

right. We should help these people find an explanation. A responsible approach to an issue surrounded by too many questions and mysteries is long overdue."

As plans stand, Charnas will kick off the UFO ad campaign with promo letters to 100,000 people on a target mailing list. Hollywood figures whose interest in UFOs is a matter of public record—Shirley MacLaine, for instance, and Sammy Davis, Jr.—will be contacted first. Contributions from this group will be used to test the ad campaign in regional publications. Once the re-

sults from that are in, the media blitz will begin. Charnas will put UFO ads in national magazines like *Omni* and *Esquire*. Then the agency will air commercials on prime-time TV.

"I'd like to see someone important involved in these commercials—astronaut Deke Slayton, for instance, who did the HBO UFO documentary and who says he's seen a UFO himself," Bletchman says. "He could say the government made quite a monetary investment in his skills as a trained observer, so why not treat him seriously now?"

Whatever form the ads take, Charnas says, their aim will be clear: release of all secret government UFO documents; increased editorial coverage of UFO issues; and new awareness of the scientific and technological advances that UFOs could bring to the inhabitants of Earth.

"This campaign will get the message out there," Bletchman contends. "It will reach policymakers and generate funds. The more money, the more UFO ads, and the more the hornet's nest gets stirred."—DENNIS STACEY