



P.I.P.E. LINE

2 Cherry Rd.
Beverly, MA 01915

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Food for thought

In the hope of attempting to achieve some real progress in the UFO subject, P.I.P.E. Committee member, Bob Bletchman, has hired an AAAA advertising agency in Manchester, Connecticut to put together a proposal for achieving the release of govt. documents and informing the public on a national scale about the reality of the UFO phenomenon.

Bletchman, an attorney, and CT State Dir. for MUFON, feels that the subject is of vital importance, and has thus invested several hundred dollars in the fee for this proposal. We would greatly appreciate some reaction and practical suggestions from you after you read the synopsis of the proposal which follows. If there is any way in which this proposal or any part of it can be put into reality, it would be unfortunate if we let it die on the P.I.P.E. Line for lack of initiative on our part. Thus, it is of utmost importance that you give us your reaction to the proposal.

The proposal will serve as the cornerstone of Bletchman's paper at MSU, but he has stated emphatically that he wants it to be shared and to be employed if possible, and he has no need to keep it to himself simply for his paper at MSU.

The proposal is prepared by Charnas, Inc., a full service, 4A advertising agency, which, over the last 10 years, has handled such clients as Bic, Gillette, Timex, Heublein, Polaroid, etc.. Charnas, Inc. was commissioned by Bletchman to provide a step-by-step communications program designed to sensitize the American people to the UFO situation, and with public opinion backed by the strength of an awakened press, to achieve the release of all UFO information currently held by the U.S. Govt..

Charnas has designated 4 objectives:

1. To influence the US Govt. to release all withheld information on UFOs.
2. To interest the media to investigate UFO case accounts, to increase editorial coverage of the UFO issue, and to apply pressure on the govt. to release the info.
3. To help dispel the curtain of ridicule that has been set up to discredit serious investigation of UFOs.
4. To generate awareness of the far-reaching potential of scientific and technological information gathered from UFOs.

In order to influence the US Govt., Charnas states that first the Legislature (Congress) (continued next column) →

Important Addresses

The last issue of the P.I.P.E. Line introduced three new members to our committee, but did not give their addresses. Please add them to your list of addresses of committee members furnished earlier. They are as follows:

MILDRED BIESELE-- 2017 Lincoln Circle
Salt Lake City
UTAH 84117
(801-277-0686)

RAYMOND FOWLER-- 13 Friend Court
Wenham
MASSACHUSETTS 01984
(617-468-4815)

FRED WHITING -- 3848 Brighton Ct.
Alexandria
VIRGINIA 22305
(703-683-2786)

must be influenced, and that is achieved by pressure from the public. To make the public aware of the need to exert pressure on Congress, Charnas would work to sensitize the media to the seriousness of the UFO subject and to the role of the US Govt. in the subject. The agency would launch a national advertising campaign to provide a vehicle for awakening the general public and to foster the interest and awareness of the news media. To afford the natl. advertising campaign requires 2 steps

1. A fundraising campaign, based on direct mail would create public awareness and raise seed money. The seed money raised by the direct mail campaign would fund a program designed to test different national media and advertising approaches to determine the single most productive formula for fund raising.
2. The actual launch of the first natl. ad will generate the money for the 2nd phase of national advertising.

The proposal states that the presence of a national advertising schedule (purchasing space and running a program of ads in natl. media) will predispose the media to run editorial coverage of UFO issues.

The proposal includes various different advertising approaches to consider.

- A. Case histories- to create public awareness of UFO incidents in the news.
- B. The withheld info., if released, could improve the quality of life. This would stress the possibility that scientists (continued on back)

could learn techniques that could improve the quality of life on earth from UFOs if they do, in fact, represent a higher technology.

- C. The atmosphere of secrecy and misinformation promotes potentially dangerous responses to UFO sightings.
- D. Eliminate the coverup--the public has a right to know.

Media strategies proposed by Charnas will pinpoint the groups that will be the most responsive to UFO fundraising. A direct mail campaign will be launched, and Charnas would compile a strong and highly motivating brochure to educate and inform the target markets and to procure funds. Thematic gifts for donations of a certain size, such as binoculars for donations of \$500 or more, will be included. The cost of creative work and materials for a fund solicitation brochure is \$7500. Cost of the mailing itself, if the list were 100,000, would be approx. \$15,000. Total cost: \$27,500.

Charnas estimates that a poor return of 1% at \$50 average donation, would yield \$50,000. A fair return of 2% at \$50 average would produce \$100,000 in donations. An excellent return of 4% at \$50 average, would generate \$200,000.

The seed money produced by a successful direct mail campaign will fund the testing of the effectiveness of several ad approaches.

The proposal calls for placement nationally of 4 ads, each emphasizing a different facet of the cause. The four include: Case histories; improving the quality of life from what we learn from UFO technology; avoiding the danger of military reaction; and the public's right to know.

The approximate cost of creative, production and of materials for 4 ads for testing in regional editions of natl. publications would be \$15,000 each. (After the ads are published, reaction to each must be analyzed, according to Charnas, and the research cost would be approx. \$4000.)

The advertising approach which is determined to be the most effective will then become the basis for a national advertising campaign placed in various publications, including newspapers and magazines. Charnas states that the initial funding for this campaign will come from response to previous ads, and will then be self-funding.

Conclusion: "We believe that the objective of influencing the govt. to be forthright and reveal its withheld UFO information is possible through a self-funding program of national advertising and its related influence on the national press."--CHARNAS.

Editor's Memo

In order to give the proposal a fair chance of materializing, and in deference to Bob Bletchman, who was good enough to commission Charnas to compile such a proposal, I have devoted a great deal of space in this issue of the P.I.P.E. Line to the proposal. Both Bob Bletchman and I would be interested in your reactions to the proposal.

I feel that I must state here for the record, though, that I do not believe that Charnas has a realistic conception of the UFO situation or of the U.S. Govt.'s role in withholding information from the public. It is one thing to devise a national advertising campaign for a large corporation, and it is an entirely different matter to plan a national public awareness campaign for the UFO subject.

Also, I see great difficulties in raising the initial \$27,500 fee, based on my limited experience with UFO fundraising.

However, should any of you have better ideas, or should we be successful in launching such a national advertising campaign with a professional ad agency, I would be the last person to stand in the way of its possible success. I think we should all be grateful that there are people around like Bob Bletchman, who are willing to take such an initiative and go out on a limb for the good of the UFO subject. Let us hear from you.

Marge Christensen

I N F O R M A T I O N

After hearing from several of you about your dismay over the current level of content and quality of the MUFON Journal, and personally sharing in your frustration, I have composed a letter conveying this to Dennis Stacy, Journal editor. I have enclosed a copy of the letter with this issue of the P.I.P.E. Line.

Based on correspondence from you, it appears that we all agree that Dr. Hynek should not be nominated for the award at the symposium, but that there should be a special award to honor his lifetime of work in the field. Also, we all agree that the award should be named in his honor. It might be called something like: THE J. ALLEN HYNEK AWARD FOR OUTSTANDING WORK IN UFO STUDIES. A ballot with the names of the 5 nominees for the award should be appearing in an upcoming issue of the Journal.

In light of the current media articles on the subject, I have appointed 5 of us on the committee to write a statement of policy for dealing with the media and for issuing statements to the media. Once written, this will be submitted for approval to the whole committee, and then to the MUFON Board of Directors, and then published in the Journal.