

Ref. No. 

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SUBJECT: One Year Summary of Public Relations Department

Since there seems to be some impression existing in the company that the Public Relations Department (of Office) of CAT is concerned only with the publication of the monthly CAT BULLETIN. This brief summary of other PRO activities over an arbitrary period (June 1951 to June 1952, for example) may serve to clarify the situation.

In addition to the BULLETIN, however, the Public Relations Department is concerned with many other and varied activities requiring far more time and effort than the magazine.

Company Advertising: Over the past year or so PRO has been responsible for the increase of a company-wide advertising program. This advertising, in the form of newspaper ads, magazine ads, billboards and posters appears continuously in all the cities of the Far East served by CAT. In addition, promotional material has been constantly coming off the PRO production line in the form of leaflets, pamphlets, schedules, rate-tables, stationery, labels, stickers, baggage tags, calendars, desk pads, coasters, etc., all designed and produced to be used by the public and all bearing the CAT insignia. PRO has supplied company's booking offices, commercial establishments, travel agents, etc., with this material.

The Public Relations staff has assisted the Traffic and Sales force in surveying and setting up new booking offices and in redesigning old ones.

Promotional material for company consumption, such as photographic enlargements for all offices, illustrating CAT operation, model CAT planes, etc. has all been supplied by PRO. The actual designing and production of black and white ads, line cuts and color printing has been done by PRO staff.

Since one of the functions of a Public Relations Department is to represent the company in activities which concern the consumer public, PRO has been actively engaged in participation in all public fairs, exhibits, contests, etc. of the various countries in which the company operates. In the last year PRO has participated in more than nine fairs in three different CAT regions of the Far East. It is practically impossible to estimate the number of people who became acquainted with CAT and its activities through this medium.

The Public Relations Department of CAT, or for that matter any company or agency, can be said to be in the business of "obtaining recognition". Whether it is gaining this recognition through the eyes of people or through them hearing about CAT, all material put out by PRO is devoted to this purpose.

In addition to the above mentioned duties of PRO the last and most important function is RELATIONS, from whence the name public relations as a business today was derived. The Public Relations staff of CAT consists today of 15 people. Each member of that staff is actively engaged in selling CAT to the public through close business relationships. This close relationship is maintained between CAT and such agencies as other airlines, officials of the various countries in which CAT operates - the Press, radio, transportation agencies and right down to "the man on the street". For after all it is the "man on the street" who keeps CAT operating through his patronage.

As an example of maintaining public relations contact with outside agencies - take the relationship between CAT's Public Relations staff and the Press (newspapers, magazines and radio) of Japan, Korea, Taiwan, Hongkong and Bangkok. It may seem a trivial thing to a member of CAT to open a daily paper and to see a photograph of a CAT plane or a news story on some CAT activity. Here is what such a picture or story means on the basis of one year:

In the period of June 1951 to June 1952, the Public Relations Department of CAT has managed to have approximately 2,000 stories or pictures about CAT printed in leading newspapers and magazines throughout not only the Orient, but the United States and Europe as well. A newspaper is in business to sell its advertising space for a charge of so many dollars per column inch or centimeter. For any company to get itself mentioned or displayed in a newspaper other than on the paid advertising pages is an extremely difficult task and can only be done in two ways: one, by making anything CAT does news worthy enough that it deserves a place on the news pages, and two, by personnel of CAT being on such good personal relations with members of the working press that stories and pictures are sometimes inserted as a favor to the company. The point is, that this newspaper and magazine space amounting to thousands of column inches and obtained FREE by Public Relations personnel over this period, would have cost CAT over \$60,000.00 (U.S.) if the company was forced to pay for it on a space-rate basis.

The increased activity of publicity, advertising and promotion over the last year on the part of the Public Relations Department and the Traffic and Sales Division may have seemed at times to be producing no tangible returns. The value of newspaper space is but one concrete example - perhaps the best way to judge of what value the increased effort and expenditure of Public Relations and Traffic and Sales has been to the company is to look at a company revenue increase over a given period. For example:

For the last four months of 1951 (September to December) 107.5% more passengers on domestic flights were carried than the total of the first eight months of that year (January to August).

For the last four months of 1951 (September to December) 60% more passengers on international flights were carried than the total of the first eight months of that year (January to August).

An increase was shown in the following:

Baggage	+	49.3%	domestic
	+	137.5%	international
Mail	+	7.5%	domestic
	+	97.8%	international
Freight	+	37.3%	domestic
	+	89 %	international

As a spot check example the number of passengers carried on domestic flight in May 1951 was 520; and in May 1952 was 2,711.

The Public Relations Department, working hand in hand with the Traffic and Sales, is doing considerably more than publishing a monthly magazine.

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