

D. Hunn

## DEALER HOUSE ORGAN NEWSLETTERS

### I. General

Two newsletters will be published on a regular basis: DEALER CLIPPINGS will be published monthly; INDUSTRIAL CONTACTOR will be published every six weeks.

#### A. Objective

Both DEALER CLIPPINGS and INDUSTRIAL CONTACTOR will be used to relay information to:

1. Assist dealers in selling OPEO products.
2. Enhance dealer/OPEO relationships
3. To give OPEO direct pipeline to dealers

#### B. Editorial Content

Content shall make interesting, fast reading, with heavy use of graphics to make subject matter crystal clear. It must be assumed that both publications could easily fall into hands of competitors, so stories of a sensitive or negative nature will be omitted.

### II. DEALER CLIPPINGS will have the following types of stories:

1. Application stories
2. Management Overview (Marketing Mgr.'s column)
3. Headquarters Profile (individual or group, like Order Service, Hotline, Advertising, etc.)
4. Advertising and Promotional tips (how to display tractors, signs, direct mail, best co-op ad etc.)
5. Feature Stories (use of tractor by handicapped, racing activities, celebrity use, etc.)
6. Product Service, Manufacturing, Quality Control, Order Service information
7. Dealer of the Month program (1974) also Sales Leader
8. Grand Bahama Contest

#### A. Scheduling

DEALER CLIPPINGS will be mailed to all lawn and garden tractor dealers the first working Monday of each month, beginning June 4. Editorial deadline will be six working days before that Monday.

#### B. Sequence of Publishing Events

1. Input submitted or collected from all sections.
2. Rough draft written by Dave Hunn, photos taken and processed
3. Rough draft double-spaced typed for approval. One copy goes to Ron O'Keefe in Erie, the other is sent through

the approval chain, which will include:

- a. Manager Advertising & Sales Promotion
  - b. Manager-Marketing
  - c. Anyone else with input
4. Changes discussed with Manager A & SP
  5. Approved draft, photos and thumbnail layout go to Liz Allen, Publications Unit, R & DC for final executive typing. Proofread first by Allen's group, then checked by Dave Hunn, Dave Quincy.
  6. Layout, photo placement, pagination checked by D. T. Hunn. Printed, collated on standard DEALER CLIPPINGS letterhead. When we run out, we will reprint on 11 X 17 giving a strong center spread capability.
  7. Quantity will be the entire consumer dealership membership, including distributors. Hazel Zents will supply this number monthly. In addition, there will be internal distribution, including copies to the OPEO newsletter, GE News.
  8. Mailing will be made in Consolidated Mailing, including internal

C. Measurement

Results of the house organ newspaper will be measured several ways. After it has been published for four months, a survey card will be incorporated in the fifth issue querying dealers and others as to readership, remembrance, articles liked and/or disliked, ease of getting material in, etc.

Inputs from that survey will then be used to make decisions about DEALER CLIPPINGS.

III. INDUSTRIAL CONTACTOR will have the following types of stories:

1. Application Information
2. Sales Strategies (and sales programs)
3. Promotional tips, including direct mail suggestions
4. Product Specifications
5. Dealer of the Month (1974)
6. Marketing Column (R. D. Ardizzone, P. E. Brunswick)

A. Scheduling

INDUSTRIAL CONTACTOR will be sent to industrial dealers only the third working Monday of June (18) ~~of publication~~ and every six weeks thereafter.

B. Sequence of Publishing Events

Same as DEALER CLIPPINGS except that quantities will be stipulated by Ardizzone every six weeks.



C. Procedures

These will be the same as for DEALER CLIPPINGS except that CONTACTOR will be a self-mailer so that last page will be blank for acceptance of address, return address, etc. It will not go in consolidated mailing as number of dealers is small enough to allow separate mailing.