

GENERAL SESSION – THURSDAY, MAY 6

Talk Is Not Enough

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We have seen the steady progress of the communications industry since its early beginning and we shall see more progress in the next ten years than we have ever seen before. The people who have made this business what it is today can be proud of the way in which we have pushed our purposes forward until we can now stand and look at our accomplishments with much pride. These are the facts.

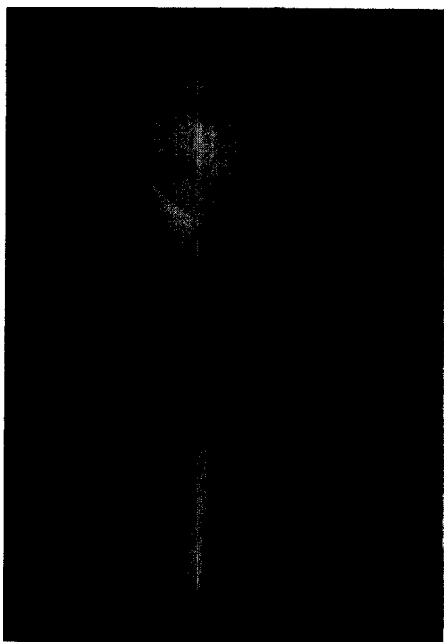
Better technology is responsible for much of our success. What a consumer really wants when he buys a product is to have nothing more than a strong and totally conscious relationship which he expresses sometimes before the purchase is actually made. Before consummating the purchase the buyer may change his mind but remember that the motives of advertising is your ally and a bigger share of the market. Sheer power of a visual message can have a tremendous effect on the mind.

Man must communicate with man. He must use every means available. Which way are you trying to reach the hearts and minds of people. Ladies and

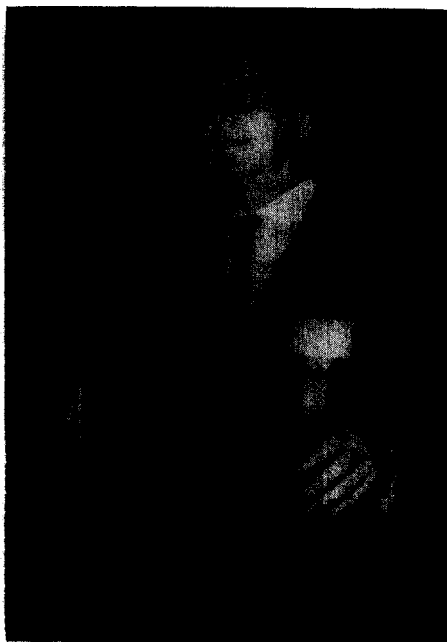
Gentlemen I submit that *talk is not enough*.

The instant a child opens his eyes and begins to see the world around him the process of communication begins. When he speaks and learns to use words the process accelerates and we tell him that the principal difference between animals and man is that man can reason. He can put simple ideas together to create complicated ideas and use them to make a better world. But reasoning we tell him serves little purpose if the ideas that result cannot be shared among men. The population of the world is growing at an alarming rate. Over 7,000 babies are born every day right here in the United States. Each of these new people must be exposed to as much of the world's vast accumulation of knowledge as is possible. This process of teaching, informing, persuading, advising and impressing will go on for the full span of a lifetime. As businessmen we must therefore be able to communicate with the greatest effectiveness possible. We must use every means at our command to create the maximum understanding

This presentation by Mr. White and Mr. Abrams was coordinated with an elaborate audio-visual presentation using both still and motion film. (See photograph.)



Robert P. Abrams of Williams, Brown and Earle, Inc.



Donald White, National Audio Visual Association.

between us and the people we contact. We repeat *talk is not enough*.

Growth of Knowledge

This is the space age. Never before have dynamic forces of change come with such incredible speed. In the nearly 2,000 years since the birth of Christ there has been at first a slow and then a rapidly accelerating growth in the accumulation of knowledge. If this accumulation is plotted on a timeline beginning with the birth of Christ it is estimated that it took 1,750 years for the first doubling of our world's knowledge to take place. Then it took 150 years for the second doubling of knowledge. Only 50 years passed before the accumulation of knowledge was again

doubled and after that only 10 years before the total body of world knowledge had doubled for the fourth time. The amount of new scientific information published worldwide every day would fill seven 24 volume sets of the Encyclopedia Britannica. The equivalent of at least one volume has appeared since this program began this morning.

It is difficult to grasp the relationship between the events of man when we must look back 50,000 years. If however we were to compress the events of 50,000 years into just 50 years we would be startled to find that only 10 years ago man left his cave, 5 years ago man learned to write, just 2 years ago Christianity appeared, 15 months ago Guttenberg developed the printing press. Only 10 days ago electricity was dis-

covered. Yesterday the Wright brothers invented the airplane. Last night we got radio for the first time. This morning, early, television was invented. And a minute ago the jet airplane. The next doubling of our world knowledge is only one second away.

The growth of knowledge has reached explosive proportions. To paraphrase the Mad Hatter in *Alice in Wonderland* "You have to keep running just to keep up." Most men and women, even the best educated, often are forced to admit "I just don't know."

Need for A-V Communication

Keeping up however is not enough. We must call the hand of Fate and raise her. The game of Life is won by those with faith enough to accept the challenge and courage enough to meet it. The trick, of course, is to recognize the challenge and prepare an intelligent campaign to meet it. This Professional College of Knowledge in which the members of the American Society for Training and Development are now participating, seeks to meet the challenge and we salute you, your fine association and your leadership for this progressive theme. The people of America, the best educated men and women in the world, seek to answer the challenge of our increasing knowledge. American commerce, the greatest industrial complex of all time, is daily accelerating its program of information and education to meet the challenge. Experience tells us however that a noble and glorious enthusiasm to pick up the sword of Jet Age knowledge and slay the dragon of earthbound ignorance is not enough.

A powerful program using the most modern effective and hard-hitting audio-visual communication media is the means by which science will share knowledge, education will impregnate young minds, and commerce and industry will train its people and sell its wares. Small business and large industry all over the world are already reaping the benefits of a modern forward looking audio-visual communications program. Their success can be your inspiration.

Douglas Chartroom

Like the mighty machines they make, executives of the Douglas Aircraft Corporation find themselves scattered over the globe. The business of moving people fast ranks among our fastest moving businesses. Coordination of management is a problem of major proportions when management is headquartered at widely separated points on the globe. Yet especially among industrial giants like Douglas close coordination of its management team is essential to successfully meet the stern demands of a competitive market. Years ago Douglas Aircraft concluded that it would be necessary periodically to call in from various field headquarters the men of top management for briefings. To do so cost time and in the aviation business as in your business time is money. For Douglas top executive briefings mean a great deal of money but there is no substitute for regular face-to-face meetings of management. The important thing obviously was to make these meetings just as efficient and informative as possible.

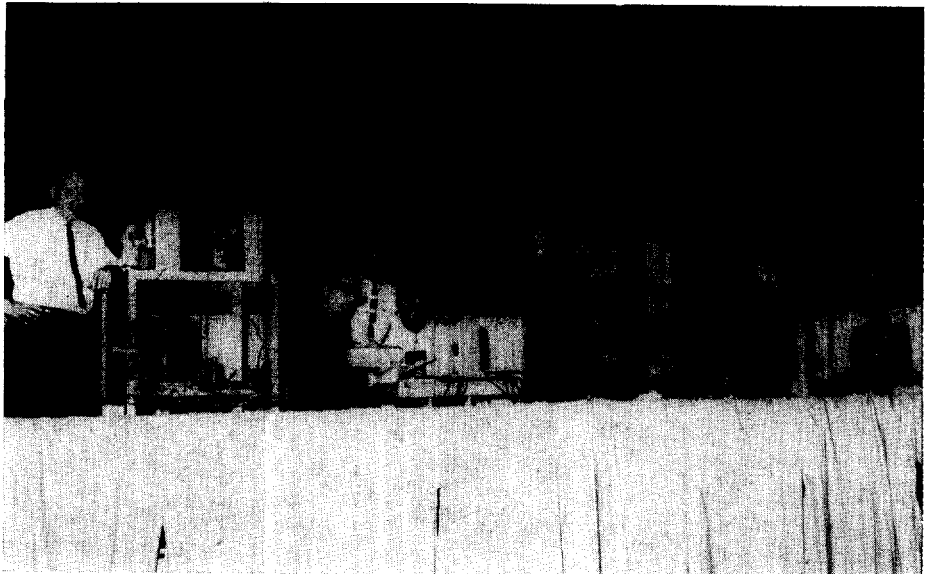
This need suggested audio-visuals. Also audio-visuals, in this case, slides, offered functional advantages. The traditional chartroom generally uses large paper charts displayed on various types of wall-mounted brackets. The use of such charts for corporate purposes poses many problems. The quantity of charts available for viewing is limited by the wall space in the room. They present a cluttered surroundings. They pose a security problem and they are unwieldy to store and transport. Simultaneous viewing of three or more charts for comparative purposes is extremely difficult.

For its new setup Douglas designed a special projection room between a large corporate chartroom on the right and a smaller private viewing room on the left. Remotely controlled random access projectors were set on turntables to rear-project pictures for either meeting room. The health of the aerospace industry reflects the condition of our national

economy so Douglas executives study the financial state of the nation as well as the condition of their own firm. At the press of a button conference participants can call up any one of 480 slides from an optical memory for charts on virtually any relevant subject. But the proof of this pudding is in the results.

Every time Douglas uses this corporate chartroom for one of its top-level management briefings the firm saves time worth far more than the total cost of the equipment. The Douglas people have been so pleased with the effectiveness of audio-visual in their briefing sessions that they have made slides and motion picture projection an integral part of all their communication activities.

To serve in its Customer Relation Programs, Douglas built a handsome 3-screen presentation room. To up-grade the quality of its employee training pro-



Complex equipment set-up for the White-Abrams multi-media presentation.

gram Douglas equips its training directors with this wide-screen multiprojector classroom. Both of these use rear projection so viewers are not required to sit in darkness where note taking would be difficult. And finally Douglas has plans for an even more sophisticated classroom as well as auditorium-type lecture theatres.

McCulloch Chain Saw A-V

The McCulloch Corporation for many years a successful producer of lightweight engines for Army and Navy target drone aircraft is today a leader in the gasoline engine, power tool and outboard motor fields. Since entering the portable chain saw field a few years ago, McCulloch has risen to world leader in such sales with dealers in 50 states and 90 foreign countries. How does one become a world leader in a highly competitive industry?

The first criterion is of course a good product. But equally important is excellent sales promotion. In some fields this raises difficult problems. In the chain saw industry there is an axiom: To demonstrate a chain saw is to sell a chain saw. But how does one best do this. Sounds simple enough you might say. And it was in the early days when the market was more or less centered in logging areas. But what of today's expanded market that includes urban or suburban areas. You can't move the forest to the showroom nor vice versa. You can't carry a saw into a prospect's office and you know he hasn't time to join your salesmen in a trip to the forest so obviously the answer is audio-visual. With this medium you figuratively speaking move the forest to the showroom and vice

versa. You do take the prospect to the forest without ever leaving the comforts of his office.

However dynamic the mere demonstration of a man using a McCulloch chain saw to fell a tree is not the full answer. In order to expand the market the city or suburban buyer needs instructions in the use of and familiarization with his saw. This should be a comprehensive information program. Again what better way than the audio-visual way. The new chain saw owner is quickly and safely instructed in the care and operation of his saw.

Having decided on the use of audio-visual McCulloch then was faced with the selection of the best medium to present their story. With 5,000 dealers to service an economical means was needed. 8 mm film with titles rather than sound was used in inexpensive cartridge load projectors with built-in screens. This offered an ideal solution and gave the dealer the opportunity to make a controlled personal presentation.

What was expected to be an expensive program proved quite the contrary. Prints are sold to distributors by McCulloch's at their cost as are the projectors. Therefore the total cost of the program to McCulloch was \$13,000 expended to produce six 4½ minute films covering their complete line for 1965. McCulloch says the resulting increase in sales will more than justify this expenditure. After all to demonstrate a chain saw is to sell a chain saw.

IMC A-V for Sales

IMC is basic. Basic to farm and industry. But also basic in its understanding of the means necessary to tell the

story effectively, to train its salesmen professionally. From audio to video from film strips to television IMC has the tools and knows how to use them. Tools to train salesmen, yes, but even more important tools to help the salesman sell. Perhaps a salesman must tell his story to a small group. Well, give him a film strip and projector and back him up with professional writers and producers to make the film with technicians to tell him how to care for it and maintain his gear and train him how to use it. A salesman wants to tell the story of a new plant to his customers. So you give the salesman an auditorium, a portable auditorium, you change a prairie into a theatre. You heat it and make it comfortable for 350 people wherever they are. You help him tell his story in slides, motion picture and stereo sound.

A-V in Insurance Sales

I don't think we should leave the people here with the impression that the effective use of audio-visual is limited to large companies with an unlimited amount of money to spend.

My name is Don T. Patrick Steele. I'm as Irish as Paddy's and proud of it. But what is more important I sell life insurance and I would like to tell you how I do it. Perhaps the first thing any good salesman should know is why people really need his product. Secondly, what does it take to get him to respond to his approach. Should it be the hard cold facts, the corporate image, or should he put a little on his own personality. Well it might be a little of all of these but believe me in the life insurance business the emotional impact carries a lot of weight.

The question is how do we create this emotional impact. Well, you can do that

with your voice, facial expression or by stories and facts. But no matter how talented you are as a speaker there will come a point where you will need a more dramatic means to tell life insurance stories. You will need the command of another voice, another personality, an impartial authority. This is of great value. Showing the people well-prepared audio-visuals really bring out their needs.

I learned early in my career that with the help of good audio-visuals I could very often write a better program than even I thought they would buy. The screen really holds their attention. The warmth of a friendly voice backed by appropriate music is very dramatic and convincing.

I've been selling for over 18 years and I have a well organized agency with five men selling with me. I owe a lot of my success to that good old Irish horse sense that gave me the foresight to put audio-visual to work for me. We have a library of 35 film strips. Almost every phase of life insurance. Some of these are produced by my own company, The Northwestern Mutual Life of Milwaukee. A large part of the film library was produced by a West Coast producer who specializes in life insurance subjects.

I am convinced that each year you must reinvest part of your money back into your life insurance business. I do this by adding to my own library and equipment. My agents and I all have portable projectors for home and office use. We have a large unit in the office for recruiting and training as well as selling. The success that we and other agencies have had in audio-visuals has inspired my company to continue to produce new films. I've done a bit of speaking about the use of audio-visual before life insurance groups and believe me it is real gratifying to see the increased use of audio-visuals in the industry.

Johnson Motors

A sparkling burst of spray brushes past your face and leaves a cool tingle.

The breeze is brisk but the sun is warm. This is your kind of day. The sky is blue and the water is deep and clear. Your craft is trim and powerful and a day of fun and adventure awaits you. Can you feel the warmth of the sun, the tingle of the spray, the surge of power as your outboard cuts the smooth surface of the water? As you watch the action on the screen these moments of boating fun seem to be happening to you. Perhaps it is mid winter. You could be many miles from water like this but the fun and excitement of water skiing at Cypress Gardens, fishing in Canada or a cruise down the Mississippi are almost as real as if you were there.

Johnson Motors brings the speed and excitement of pleasure boating to their customers through the medium of high-action motion pictures. Shooting is done in the most colorful locations possible and original music completes the mood to give the marine dealer a powerful A-V tool. These films are especially valuable during the off season or where there is no water available.

Over 425 Johnson dealers are equipped to do this kind of visual selling job. In addition, the exciting footage you are seeing right now is shown to over 2 million people on a 9 foot rear projection film which is the theme unit of Johnson's National Boat Show exhibit. This is the audio-visual approach to product merchandizing at its best. Johnson Motors wanted to reach and persuade their potential customers in the most powerful and dramatic way possible. With the help of a well planned and enthusiastically executed audio-visual program they are doing just that.

Horton Elevators

Horton Elevator a division of Toledo Scales Corporation was faced with a problem of training 800 installation and service employees in 30 offices coast to coast. Because of the low-cost program preparation and the need for flexibility to suit a variety of installations, Horton selected the tape and slide approach. Slides of actual installations were taken on the job with simple camera equipment resulting in a set of pictures that told the story colorfully and convincingly. Professional narration proved desirable to insure clarity and to emphasize features and improvements. Here is a portion (audio) of one of their programs entitled "The Light Ray":

"The Light Ray has been replaced in current production by the TX. It is an integrated electronic detective system combining the following components. The light source is an infra-red projector pre-focused to project a concentrated invisible light beam across the doorway. It is mounted on the car door. The photo cell is a totally enclosed wide view photo electric unit. It is mounted on the opposite car door on center opening installation and behind the car door's first jam on side fly installation. A simple action amplifier consisting of 7 transistors and 19 dials assembled to a printed circuit board replaces the traditional amplifier. The result is a safe way that is an impressive electronic device of remarkable speed and reliability."

The average program produced in this manner costs less than \$500.00 and uses from 60 to 80 slides each. Programs are shown by construction supervisors as they assemble step by step from the initial stage where materials arrive on the job to the final adjustments in the finished installation several months later. The use of audio-visuals

put the important points across faster and with the greatest understanding for the men who really do the job. For most of us I am sure that sales and training rank among our most important business problems.

Kiwanis International

Selling a product or a service, training a salesman technician or some part-time workers, all of these as we have seen are done better with audio-visual. But sometimes it is just an idea or the spirit of an organization that needs to be understood. A worldwide mens' service organization took the screen to tell its members what it really meant to be the man who wears the K. The wisdom of their decision to use audio-visual was clearly indicated when over half of the 6,000 clubs that make up Kiwanis International were using their fine indoctrination film within a year of its release. This is a truly remarkable record. Community service organizations usually get only a fraction of this response to material they prepare for the voluntary use of their local groups. Once again the power of audio-visual made the big difference.

Humble-Esso-Enco

If one is to have a successful personal acquaintance with a tiger the whole relationship must be very carefully handled. This is true of human relations too. Much of the success of any company's marketing efforts may depend upon how well they have presented their company image and their product image to the public. In the case of one company this

process became complicated by a merger and the resulting decision to use three separate but similar trade-marks across the country. In this situation talk was clearly not enough and the public relations department recognized the need for the most effective methods they could find.

Their objectives were clear. Build an image around all three brand names. Create a state of good will for the name Humble. Not only with the public at large but with the many thousand dealers who must suddenly sell a new brand name and deal with a new corporate entity. The medium of the motion picture with its flexibility and great capacity for motivation was chosen as one of the primary public relations resources. In order to maintain the entertainment value of their film but still get the needed brand name and corporate identification, mention of Humble or of the brand names was limited to the presentation title at the beginning and a credit title at the end.

Viewer interest was the main consideration in choosing subjects for inclusion in the Humble library. Travel, regional history, special events and sports provided top level material for these excellent PR releases.

The Humble film program is a large and successful one. The principles they applied are simple. Anyone can use them. Produce films that the target audience needs or wants to see and produce them well. Humble's library includes films produced by some of the country's best industrial producers. Organize a distribution system that will insure adequate coverage and provide enough release prints to do the job. Here again the professional approach

paid off. A large national film distributor had the organization and know-how to insure results.

And what were the results. Well Humble wanted to know if its objectives were being reached. Guess work wasn't good enough. A detailed study was put into action by the company's market research people. The results were positive and encouraging. Credit lines in Humble films achieved definite corporate identification. A single film showing increased familiarity with Humble by a marked percentage. Improved corporate goodwill increased the company's quality rating and increased identification of the Esso and Enco brands with Humble. This is public relations at its best. A well planned beautifully executed program to appeal through the power of audio-visuals to the minds of men and to their hearts.

Problems and Solutions Vary

We have had a quick look at some of the ways audio-visuals are being used today—right now by businesses and industrial corporations throughout the United States. We have inspected a panorama of practical solutions to real communication problems. In every case audio-visuals provided the solution. But there the similarity ended.

In some instances the solution was simple. In others a complex of audio-visuals provided the answer. We have seen that audio-visual solutions are sometimes costly but they are more often inexpensive and they do pay for themselves.

Finally we have noted that to meet the wide variety of problems faced by modern business there is available a wide

variety of audio-visual tools. Now that is especially important to you for one basic reason. None of the problems we have looked at today is your problem. Your problem is at least a little different from any of these. Chances are that it is entirely different. That's because your business is different. Your people, your product, your policies; they all differ from those in our case histories. That means that your communications problem requires a custom solution an A-V answer that may be generally similar to others but will be specifically unique. That's where the audio-visual industry comes in.

A-V Dealers

Your local A-V dealer will be happy to help you find the specific solution to your specific problem. He knows A-V equipment, knows what it can do and what it cannot do—knows which presentation techniques will be best. Also he can assist you with selecting audio-visual materials. Of equal importance to busy executives, your A-V dealer stands behind the solutions he offers. He assures the good working order of your A-V equipment by offering you expert service and regular maintenance. It is important to him that your audio-visual equipment gives you years of dependable performance. Finally, your local dealer can serve you as a year round consultant bringing new presentation ideas to your attention and keeping you up to date on product advances.

Film Libraries

Working hand in hand with the audio-visual dealer is the commercial

film library. Here you will find in stock literally hundreds of films on a wide range of business subjects. Excellent films are available on everything from bookkeeping to salesmanship. Quite often with the assistance of a knowledgeable film librarian you can locate an already made film which deals with your precise problem. The first step in the search for an A-V solution is finding out what is already available. If you produce your own film and you want others to see it, as in the case of Humble's public relations program, the sponsor's film library can help you. This type of audio-visual firm will take your film to audiences from coast to coast, give you immediate national coverage and bring you certified records of performance.

A-V Producers

The third member of this audio-visual trio is the visual presentation producer. Because your communications problem is unique existing A-V materials may just not be the entire solution. When this is the case when you need a still or motion picture production of your own the independent producer is your man. He is qualified to review your problem and suggest the best audio-visual medium for its solution, whether it be motion pictures, slides, film strips, transparencies or recordings or a combination of these. Then he will help you translate your story into effective audio-visuals. He will prepare your audio-visuals for you and finally he will offer important suggestions for the staging of the finished presentation.

The A-V dealer, the A-V librarian, the A-V producer—contacting this talented trio of professionals is your first step toward finding the specific solution to your specific business problem. Finding solutions is their business.

What A-V Can Do

But, says someone in the back of the room, "I don't have the kind of problem that needs an A-V solution." Well, maybe he is right. But more likely he is wrong. Let's take a critical look at the type of things audio-visuals can do. Just when and where do we use A-V? In the over-all job of communicating information, just what can audio-visuals do? Let's take a look.

First of all, audio-visuals can show things that are too big to show otherwise. On the other hand they may be used to show things that are too small. Things that are too fast can be seen through visuals. Happenings which occur too slowly can be shown through visuals. Events that are too ancient can be reconstructed through visuals. Things that are too far away to be personally inspected may be visited through audio-visuals. Audio-visuals can show us things we can't see in any other way. Finally, audio-visuals bring us close to things which are too dangerous to approach.

Audio-visuals can do all of this and more. The point is that if your communications job involves any of these characteristics then talk is no longer enough. Talk is not enough because today there is a better way as there is a better way to do just about everything.

It was not very long ago in the age of the auto that the advice "get a horse"

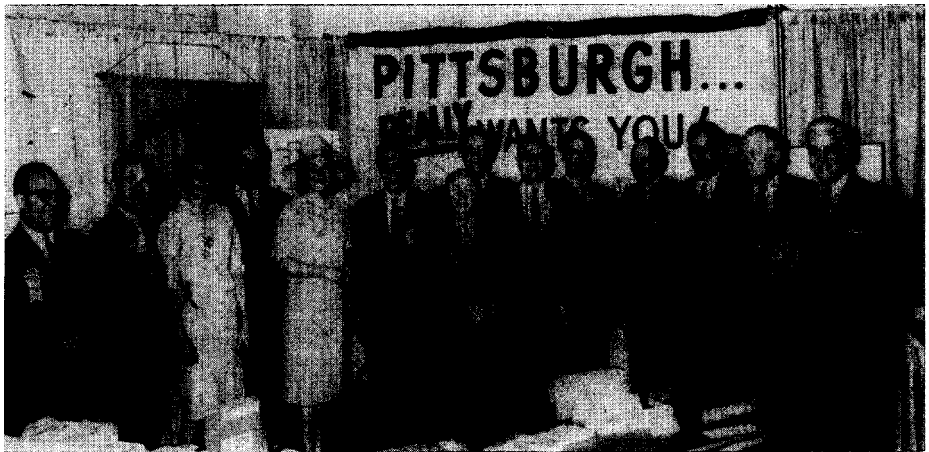
was eminently sound. The horse was indeed the best form of individual transportation. But today there is a better way. At our command today is the power of horses by the hundreds and within the reach of an average family is travel far beyond the potential of a life-time a few generations back.

Yet it was not long ago when a pious woman declared that man would never fly. And all over the world would-be aviators were desperately trying to prove her wrong and emphatically demonstrating her right. All historical experiences suggested that she was right but she was not. Man finally found the way and today no part of the globe is beyond a day's journey and the stars themselves appear within reach.

Talk Is Not Enough

Man has seen the challenge at every turn of history and has gone to meet it with courage and ingenuity. His determination batters back those things

which would limit him. His God-given human intelligence shows him how to make these forces friend instead of foe. His concern for the whole of mankind makes him strong and is the foundation of his progress. We stand on the threshold of tomorrow. The challenge is greater than ever. The population of the world is exploding around us. The total body of world knowledge is increasing at a rate of speed that staggers the imagination but man's spirit will, as always, be equal to the task. The greater the challenge the greater will be our effort to meet it. We can communicate more effectively today than ever before. Modern audio-visual tools are the catalyst whereby people are sold dramatically and efficiently, are taught quickly and with greater attention, and perhaps most important of all are motivated—the power to make people think and act is a great and responsible one. How are you trying to reach the minds and hearts of men? Tomorrow is here. The challenge is before us and *talk is not enough*.



PITTSBURGH IN 66: Members of the 22nd National Conference Committee at their booth in Cleveland. Theme next year: "The Management of Change—Gateway to Performance Improvement." Headquarters: Pittsburgh Hilton. Dates: May 2-6 (ASTD's first five-day conference).