

GOV'T PRACTITIONERS: IF INFO IS YOUR ONLY TASK, YOU SHOULD BE BETTER AT IT

At a recent White House briefing by PRSA for senior federal "public information" and "public affairs" officers, several gov't practitioners argued they are "different" than private sector professionals. Their job, they said, is strictly to get information to press & public. Here's rundown of what happened when prr turned to one gov't agency -- SEC -- for info.

Advance release had notified press of open meeting on major changes in corporate disclosure rules. We called Amy Goodman, listed as an SEC contact, and asked her to summarize changes. She suggested we call pub affrs dep't for copy of 50-pg. follow-up release. "I don't mean to be unhelpful but to begin from the beginning would literally take an hour."

prr called pub affrs dep't -- but both pio's were "out." Since info needed that day, sec'y suggested we call Amy Goodman. Learning we'd already tried her, he offered second name. But no one in office knew how to transfer the call. So, prr placed third phone call -- to John Hober. But his sec'y suggested Gregory Mathews as party to handle request. She transferred call but line was busy. Later, prr tried Mathews' no. as given, was told it is incorrect. New sec'y attempted transfer, got busy signal, told prr could not hold because "I'm on another line."

Recent attempt to reach Bureau of Census led to similar problem. Phone no. given by local U.S. senator's office was wrong. Directory assistance provided another number -- which also proved to be non-working. prr gave up on D.C., got info from regional office. But latest data it had was 1977, when correspondence which prompted calls had mentioned 1978 statistics.

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. 11th Annual PRSA Film Festival first place films selected from 137 entries:

Corporate Identity: Perrier (NYC)

"Falmouth: The Great American Road Race"

Institutional or Organizational Identity:

American Red Cross (D.C.) "Their Finest Hour"

Community Relations: Pacific Telephone (S.F.) "And The Earth Quakes"

Internal Communications: American Can (Greenwich, Conn.) "The American Evolution"

Product Exposure: Steuben Glass (NYC) "Assignment In Glassmaking"

Public Education: Operation Cork (San Diego) "Soft Is The Heart Of A Child"

Tv PSA: American Water Works Assn (Denver) "Saving Water -- Gooney Bird"

FIRMS. Lowry & Partners, Inc. forms following Lowry Russom & Leeper split. Principals are Robert A. Dewey Jr., Kenneth C. Holl, Frank K. Kappler II, Robert E. Lowry & Margaret A. Torme. Offices at 921 Front St., S.F. 94111; 415/392-3010...Steven H. Lesnik opens Lexikon, Inc., P.O.Box 545, Lake Zurich, Ill 60047; 312/540-2536...Gordon Public Relations opens new office at 2920 Fuller, N.E., Grand Rapids, Mich. 49505; 616/364-9551.

Bell, Doucet & Paul, Inc. following business split now Doucet-Paul & Associates, Inc. at 29201 Telegraph Rd., Ste. 620, Southfield, Mich. 48034; 313/352-7434; and William Bell & Associates, Inc. at 20505 W. Twelve Mile Rd., Southfield, Mich. 48075; 313/354-0750...Linda L. Peterson & James R. Dodge form Peterson & Dodge, 380 Hayes St., Ste. 2B, S.F. 94102; 415/621-1098... Sive Associates moves to 4th & Vine Sts., Cincinnati, Ohio.

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MANNING, SELVAGE & LEE BOUGHT BY BENTON & BOWLES,
GETS ACCESS TO CAPABILITIES IN RESEARCH, CREATIVE, TV...AND CAPITAL;
"WHOLE COMMUNICATIONS BUSINESS IS RESHAPING ITSELF"

No physical or management changes will result, but after Dec. 31 Manning, Selvage & Lee will be wholly owned by Benton & Bowles ad agency. Three B&B officers will join MSL's board, while Robert Schwartz, MSL pres., will sit on B&B board. Chet Burger arranged the marriage, which originated with B&B searching for an independent public relations firm it could acquire "in order to compete with other major agencies which have them."

"Public relations will become an increasingly important factor in any communications effort," stated John Bowen, B&B CEO. Because clients today look at their total needs "we feel very strongly the whole communications business is reshaping itself," Schwartz told prr. Amalgamation fit both firms' long range plans, he noted. MSL's just-completed LRP called for more financial resources to continue its expansion, especially abroad. With 27 offices in 13 countries, B&B offers "instant office capability overseas."

Founded in 1929, B&B has 1200 employees, billings of \$628 million, Chi. & L.A. offices. Started in '38, MSL has staff of 150, billings of \$5 million, offices in 8 U.S. cities, Toronto, London. Asked what's in it for his firm, Schwartz replies "access to resources in research, media, creative (one of the most important aspects), tv -- and capital." MSL has been expanding its ad capability, for pr purposes. Also using more direct mail. Merger will give strength in "an assortment of communication vehicles."

B&B has three similar, independent subsidiaries: in graphic design, Ted Colangelo Assocs.; in healthcare advertising, Medicus Communications, Inc.; in industrial design, Kissiloff Assocs. Move continues trend begun by sale of Carl Byoir & Assocs. to Foote, Cone & Belding (pr 4/10/78) and Young & Rubicam's purchase of Burson-Marsteller (pr 7/16/79).

CASE STUDY: REPORTERS MACED, ARRESTED
WITH DEMONSTRATORS IN N.H., OKLA.:
SHOULD THEY GET SPECIAL TREATMENT? HOW?

Amid predictions that demonstrations & civil disobedience will spread, special problem arises for crisis communicators: how to cooperate with reporters & still protect them? Nine reporters, photographers & cameramen went on trial last week in Okla. for trespassing while covering June protest at Black Fox nuclear plant site. ACLU represents them, Harvard Law School's civil rights-civil liberties committee filed brief in their behalf. Media contend that altho land is private property, sheriff making arrests there made it public activity.

Jim Dembowski, mgr media rels, Public Service Co. of Okla., explains: Demonstrators were warned they would be arrested when they went thru the fence. Company arranged



to accommodate press via controlled access area, with good viewing point. In addition, escorts were available to take reporters anywhere on site and provide protection. Majority accepted. Some insisted on moving in with protesters -- and were arrested. "They took their option. We offered the chance to be invited guests, not to control them but to protect them."

Company worked with media in advance to explain procedure, supplied map to access area, gave contact persons with direct phone lines. "We're willing to let them choose -- but they ought to be willing to face the consequences." Lawyers were used as advisors, but pr dep't made decision to use this approach.

Most experienced in such affairs is Public Service Co. of N.H., builder of Seabrook nuke. October occupation attempt, latest in string of protests at site, resulted in some media reps getting maced. Gordon McKenney, mgr news svcs., explains "Catch 22 situation": Earlier we tried a press pool. Didn't work. Those not selected griped, those in pool scattered all over when action started, rather than staying together which is pool's purpose. There's a real danger on a major construction site.

Subsequently, we decided press would be treated like everyone else. That worked better but some reporters were arrested (tho acquitted). This time, governor's office took charge, issued press passes -- 460 of them! We couldn't allow that many on site, with only 250 law enforcement officials. Also, several anti-nukes infiltrated and got press passes. (PR staff stays completely away, so confrontation is between protesters and police. Gov't officials become spokesmen and deal with media at site.) Reporters & cameramen were all off-site, on other side of fence alongside occupiers. Some got maced as a result. McKenney also reports no pressure from lawyers. PR dep't worked with company security chief, discussed alternatives fully and made own decision.

"Superficially, allowing all press free access to site sounds like the thing to do. Realistically, the complications involved argue against it," says McKenney. Dembowski adds, "Legitimate reporters are aware the law applies to them. A few pushy ones complain -- after they're arrested." McKenney feels the media now "knows it is being used, and is fed up." Latest Seabrook protest took place on Saturday. Press hated working that day, disliked stage for violence. He feels anti-nukes have turned off media, that this feeling is "prevalent among wire service, tv, newspaper people." But they feel protest actions must be reported.

ADVICE FROM SEABROOK VETERAN

1. Camera angles are vital. If tv (particularly) is off site, lenses will be facing police -- emphasizing that aspect of confrontation and putting viewers in position of occupiers. If on-site, head-on view of protesters' acts will probably get most coverage.
2. Press pool means some media will be off-site, with demonstrators. But at least pool members can then be on-site, with favorable camera angles. Problem is how to decide who gets in to pool, how get press to agree.
3. Be careful to screen credentials. Don't give up all authority to others. Infiltration is a reality.
4. Keep press pool away from law enforcers. Last thing they want is reporters leaning over them, both during action and in relaxation areas before & after.

DATA BEHIND THEIR ATTITUDES: WHY ALL MINORITIES WILL KEEP PUSHING HARD FOR EQUALITY

Whites earn 68.9% more than blacks, on average. U.S. families had median income of \$17,640 in '78 -- but blacks, Hispanics & female heads of households were far off that pace, Census Bureau reports.

Comparative statistics:

<u>Whites:</u>	\$18,370 ... up 2% after adjusting for inflation
<u>Hispanics:</u>	\$12,570 ... no significant increase
<u>Blacks:</u>	\$10,880 ... increase of 6% after inflation
<u>Women heading households:</u>	\$ 8,537 ... regardless of race

Plight of women is illustrated by data for blacks. As a group, they enjoyed largest gain, and first one for them in 3 yrs. But black women heading households showed no gain.

Overall family income rose 10%, but 7.6% was inflation. Poverty level remained stable at 24.5 million persons, or 11.4% of population. (Poverty level is defined as \$3,067 per person.) Hispanic figure is higher than black, some speculate, because most live in cities. Large segment of black population still dwells in rural areas, where cash income is lower.

Communications technique: Census Bureau is careful to define "median" for statistically-ignorant public: "The median is the middle figure, with as many families with incomes above the figure as below it."

PUBLICATIONS YOU SHOULD KNOW ABOUT

Futurists can get insight into coming generations from new periodical, entitled Character. Basic premise is that "many elements in the environment -- of both sexes and all social and ethnic groups -- are inimical to character development." First issue (Nov.) lives up to pessimistic premise, but offers alternatives which can change situation. Example: elderly want school costs kept down to lower taxes, yet present youth, when voters, could decide to cut social security benefits and pensioners would be powerless. Moral: "We cannot take the continuity of the social compact for granted." Edward Wynne is ed. of interdisciplinary 8 to 12-pager in newsletter format. (\$12, issued monthly from 1245 W. Westgate Terrace, Chi. 60607.)

Sure to pander to entertainment bent & star aspirations of journalists is new slick mag, Media People. "Clever" logo has letter struck out: Media Peop~~e~~le. Promo flyer aims at readers "fascinated by the media -- its effects...and its People (sic) who are often bigger news than the news they cover" (emphasis added). Gossip column right up front, too. Mag lists about every media-related subject as its beat, including skywriting & point of purchase, omits public relations. (Monthly, \$20 "charter" rate from P.O. Box 994, Farmingdale, N.Y. 11737.)

News media directories on Florida (out) and Ohio (coming) are offered by Gail E. West, P.O. Box 316, Mount Dora, Fla. 32757. Voluminous data on all media. Radio, e.g., lists CEO, sta. mgr., prog. dir., news dir., promo. mgr., edit'l dir., musical dir., others where they exist. Dailies list numerous special eds. 212 pgs. includes media map, index. \$32.50. Write West for info on Ohio volume.