

Inventories from over 400 men, only 130 women. "Public relations has traditionally been a male dominated field," notes letter sent with form to volunteer participants. They receive their own interest profile after completing form. Minimum 2 years experience prerequisite. Study aims to "make the occupation a more visible career choice for women." Hansen says pr now lumped with either advertising or reporter categories. Test takes 30 minutes, is strictly confidential. Write PR Study, 101 Eddy Hall, 192 Pillsbury Dr., SE, Minneapolis 55455.

¶Another step toward accountability for public relations depts would be changing "dotted line" reporting relationship between decentralized pr units and main or hq dept to "solid line." Chester Burger (see last week's issue) thinks activities of decentralized units could then be managed better.

¶Fundamentals of Issue Management defines subject, surveys corporate practices, presents three case studies: Connecticut General Insurance, PPG Industries, Union Carbide. Sample advice: "A fully developed issue management program cannot simply be superimposed on typical corporate operations. Every company is unique... what is designed must fit the company's needs and management style." Tho written for businesses, material is applicable to any organization. Monograph available from Public Affairs Council, 1220 16th St., NW, Wash., D.C. 20036.

¶"Executives are going to have to become half businessman, half actor" and may feel uncomfortable with this role. But recent poll shows only 5% of public can identify Tom Murphy (GM chmn) or John deButts (ex-AT&T CEO), while 90% or more recognize activists Ralph Nader, Dick Gregory, Gloria Steinem. Why? Because latter have learned to use media, says Ketchum, MacLeod & Grove, which establishes their credibility. Execs abstain from radio & tv, are not trained in media communication skills the same way they are in accounting, marketing, etc. (See prr survey of how execs spend time, 1/15.) KM&G's answer is Speakout!, one- and two-day training sessions involving real cameras, lights & mikes -- and real tv interviewers from local stations. Program now available to non-clients, either individuals or groups. Mitch Head, ae-pr, is contact at 4 Gateway Ctr., Pittsburgh 15222.

WHO'S WHO IN PUBLIC RELATIONS

RETIRING, in July, J. Carroll Bateman from presidency of Insurance Information Institute (NYC). Has headed III since founding, is pres-elect of IPRA, recipient of nearly every honor profession can bestow.

GOLDEN ANNIVERSARY celebrated by Henry J. Kaufman & Assocs, D.C. ad-pr firm. Founder Kaufman moves up to "founder chairman," new ofc's named: Alfred Edelson, pres, becomes chmn; Stuart Karu is pres., Michael Carberry, exec vp. Tiny percentage of firms attain 50th birthdays, even fewer with founder still on scene.

PEOPLE. Robert E. Patricelli, vp Conn. General Ins. (Hartford) assumes mgmt responsibilities for pr, gov't & industry rels, adv, admin svcs, corp. facilities & corp. contributions operations...Norton Co.

(Worcester, Mass.) names Robert E. Swadosh pr supvr...Nicholas Alexis becomes mgr-corp comms, EBASCO Services (NYC)...Northwest Bancorporation (Minneapolis) names Josie H. Corning dir corp comms...Tommy L. Wilson joins Vought Corp (Dallas) as mgr, pr & adv...Mack Trucks (Allentown, Pa.) names E. Donald Worthington supvr-mktg comms...John F. Andes becomes sr staff specialist, pub affrs media comms unit, The Standard Oil Co. (Cleveland)...Control Data Corp. (Minneapolis) names Kent R. Nichols mpr, computer grp.

Charles W. Tisdall (Tisdall Clark & Ptnrs, Toronto) named chmn, PRSA Accreditation Board, the first non-U.S. member.

ONTARIANS GIVE FREE-SWINGING LOOK AT MEDIA ETHICS IN CANADA & U.S.

Many product publicists admit envy at cohorts working in sports, arts or entertainment, travel, fashion & other fields given special programs, pages or sections by media. In no-holds-barred debate, Ontario Press Council asks why these favored industries should also be ones involved in offering freebies to reporters? Subject arose when CBC producer & former newspaper reporter brought complaint against travel editor who reported trip around world without telling readers cost was paid "by agencies with a vested interest in the story."

Council surveyed media practices re freebies as background to formal hearing. Found majority of newspapers ban gifts outright or permit only those of nominal value. Some accept them, however. Others rationalize. All admit freelancers are beyond scope of policy. "It's virtually impossible to police," responded one. (Special sections also fall outside guidelines, several editors stated.)

Distinguished editor Norman Isaacs, chmn U.S. Nat'l News Council, noted "every major news organization" voluntarily paid travel costs to U.S. gov't to cover Vietnam war. Gordon Fisher, pres., Southam Press, recalled "classic freebie of all time" when correspondents went ashore on D-Day in 1944 -- and no one questioned media ethics tho purpose was obviously propaganda.

Ron Keith, dpr, CP Air (Vancouver) said airlines hand out passes on "very restricted quota," don't attach conditions, expect unfavorable as well as favorable findings to be reported. "We will use (criticisms) to try and put things right." Retorted complainant:

"If they are so stringent on who gets tickets... how was it the wife of a senior executive of the Toronto Sun ended up in London a couple of weeks ago with a first-class free ticket... and how is it there are occasions when public relations officials of airlines actually phone up before their fiscal year-end soliciting people to take tickets?" Isaacs repeated findings of New York Magazine exposé which found exec sports ed of NYDaily News gets 12 freebies to every event at Madison Square Garden, his NYTimes counterpart 10. All told, Times people receive 42 seats.

Contrast in automakers' & auto union policies was explained by Barrie Zwicker of Content, Canadian journalism periodical. UAW convention in LA Last May drew one

TWO POLES OF EDITORS' ETHICS

Q: In your news columns, do you treat information about advertisers any differently than information about non-advertisers?

A #1: If there is a story and two people have the same thing to say, and one is an advertiser and one is not, I would not be against giving the advertiser the nod.

A #2: We edit names out of copy if in more than once, and then they appear only if needed.

Canadian reporter, altho industry is important to nation. Chrysler unveiling of new sub-compact models in San Diego latter was attended by several newsmen, even from small media. Chrysler paid flight & hotel expenses, union didn't. (Complete text of complaint, debate, floor comments, survey, Canadian publishers' statement of principles in "Press Ethics and Freebies" -- free from Ontario Press Council, 151 Slater St., Ottawa, Ontario K1P 5H3.)

PUBLIC RELATIONS VIS A VIS ADVERTISING, ATTORNEYS EXPLORED BY FOUR COUNSELORS

"It's a mistake to try to combine advertising and public relations," believes Philip Lesly (Chi.). In dealing with ideas, pr practitioner uses "a diamond setter's hammer," ad maker, "a sledgehammer." Each has different mind set. This does not mean ad agency shouldn't have pr dept., or that organization can't combine advertising & pr in one dept. It means that pr units should be headed by pr, not advertising, people.

Expert pr practice is multi-dimensional: One dimension is publicity. Second is awareness of forces that underlie visible problems, e.g. loss of respect for authority. Third deals with currents in basic human climate, e.g. shifts in people's political position such as current tax revolt.

Important, often overlooked function of public relations is to direct course of change. Some years ago Quaker Oats CEO proposed establishment of independent Nat'l Advertising Review Board, which slowed growing threat of gov't policing advertising.

What Publicity Can Accomplish That Advertising Can't

What can publicity do that advertising can't? Using The Banana Group case example, Barbara Hunter, exec vp, Dudley-Anderson-Yutzy (NYC) says publicity can:

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| <ul style="list-style-type: none"> 1) Get more exposure on small budget than advertising. 2) Communicate more complicated story than can advertising. 3) Provide third-person endorsement since message appears in editorial columns. 4) Create consumer awareness <u>before</u> product goes on market. 5) Clear away misconceptions about products. | <ul style="list-style-type: none"> 6) Talk about company and personalities behind products. 7) Provide exposure in areas entirely different from advertising, e.g. refer to unusual product uses. 8) Use media not available to advertising which reach labor, schools, etc. 9) Be beneficial when controversy arises. |
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Coupled with advertising, publicity has synergetic effect. Providing services in support of publicity -- such as educational materials -- engenders favorable consumer attitudes.

Changed Buying Habits for Entertainment Affect Publicity Techniques

Marketing and promotion of one of the great community special events, Ringling Bros. and Barnum & Bailey Circus, have become

more difficult. With higher prices and tight money, people are not buying tickets early but holding off, practically 'til last minute. Jack Agnew (Agnew/Carter & Co., Boston) says they must now promote "right up to the event." Good -- not bad -- weather can destroy sales by keeping customers outdoors. Another new feature: appealing less to "jaded" kids, more to adults wanting to recapture youth.

Public relations "must contribute directly to ticket sales," says Agnew. School appearances, community service events (like blind children's circus), animal walks

(in shopping centers), media exposure for first female clown are among current promotional gambits.

Financial PR Should Focus on Future, Do More Than Attorneys

"The future effect of current investments is the most important thing to talk about" advises Philip Taggart, pres., Churchill Group

(Houston). "Don't just look back. Talk about company performance and plans for the future."

That's what financial community expects and what practitioners must provide -- if they are to give service beyond that provided by attorneys.

Also watch for "continuity": match between what attorneys say in 10-K and what CEO says in letter to stockholders. In one case CEO attributed sales increase to \$3 million advertising expenditure, 10-K said advertising had no effect on sales.

Taggart believes good management is overriding factor in judging companies. One challenge he has found few managements able to handle is ability to articulate purpose of their businesses.

Some financial practitioners are leaving field, Taggart told prr. They're becoming treasurers and comptrollers or buying their own businesses. Four counselors explored topics at annual Ad Club of Boston workshop.

WALL STREET JOURNAL STRIKES AGAIN, BUT REVEALS IRONIC MISUNDERSTANDING OF PRESS FREEDOM, DEMOCRATIC SYSTEM

Are pr firms "cynical mercenaries willing to fight for any cause if the price is right?" When representing foreign gov'ts, "shining the tarnished images of nations accused of human rights violations," do they "gloss over murders, tortures & other horrors condoned by some of the gov'ts"? Jan. 31 WSJ suggests they do. But latest front-page article on public relations has ironic flaw in reasoning.

That "every regime has a right to tell its side of the story" is presented as rationalization for accepting lush foreign accounts. Yet Journal reacts vigorously against any attempts to tamper with news media freedoms -- usually by waving First Amendment banner. If press has free speech rights, don't public relations firms? Should overseas gov'ts be presented to Americans solely as reporters & foreign correspondents view them? Article, by John E. Cooney, implies as much.

Revealingly, two journalists are quoted saying pr firms proved helpful in getting access to data previously denied or hard to get. But foreign correspondents grouse that having other side of story told draws letters to their editors critical of their work! PR people "brush aside ethics," says story in classic transference.

Asks Harold Burson of Burson-Marsteller, how come "law firms handle the same clients with no moral judgments being made about them?" Said one wag, "We ought to get the Journal a subscription to Business Week" -- referring to that publication's recent straightforward but upbeat feature on pr. (If you missed WSJ article -- or Business Week -- write prr for copy.)

ITEMS OF CONCERN TO PROFESSIONALS

Women practitioners wanted to participate in study of vocational interests by Univ. of Minnesota researcher. Dr. Jo-Ida Hansen has collected Strong-Campbell Interest