

Unlike some, Delorme does not see demise of printed newspaper because of the ease & convenience browsing offers readers. Coverage will not only be faster, but more authoritative, he predicts. Word processing systems already give reporters data base of all information published on topic in last 18 months or longer.

"As communications media become more & more effective, pervasive and penetrating, the communicator will be faced with increasing competition from his colleagues operating in the other sectors of society...attempting to convey a message through the same route." The coming decade, he believes, will not only test individuals "but the validity of the profession as a whole." (For copies of Delorme's speech, write pr.)

"2 OF 3" RULE FOR PRESENTATIONS
AIMS TO PROFESSIONALIZE PITCHES

Landing new clients is essential but often presentation process becomes time consuming, expensive liability for pr firms. Calgary's John Francis has developed "2 of 3" rule which he hopes will become standard so counselors "avoid being used." He categorizes presentations as 1) competitive, 2) creative, 3) speculative. His firm, Francis, Williams & Johnson will perform combinations of any two, but never all three:

Creative/competitive. FW&J will provide creative thinking or campaign, even tho other firms are making presentations. But a fee is charged.

Speculative/creative. For "worthy" potential clients, firm will outline strategy & approach to problems at no cost, as long as no other firm is being considered.

Competitive/speculative. Presentations under these circumstances emphasize firm's capabilities & background. As in legal profession, credentials determine who is retained.

While designed to protect counselors, rule can add to professionalism of field, Francis feels. Also sets guidelines for what in-house practitioners & management can expect, what hiring priorities should be set before beginning search.

HANDOUT PUBLICATION AVAILABLE
FROM BLUE RIBBON GROUP
EXPLAINING "ENERGY PUZZLE"

Employees, customers, retirees, community groups, stockholders & other publics are target of 32-pg, one-time publication due in October. Strategy is to capitalize on public disbelief in energy shortage by discussing one they do believe: "A shortage of straight answers to their energy questions." Private, non-profit, non-partisan Alliance to Save Energy seeks national commitment to conservation & energy efficiency, asks organizations to join campaign by purchasing booklet.

"The Energy Puzzle: How You Fit In" deals directly with the problem, public skepticism, new energy sources, business efforts to save energy, conservation at home, how-to tips for consumers. It "will sort out the facts and let readers judge for themselves," says Linda Gallagher, head of AT&T's D.C. pr ofc now on loan to Alliance as exec dir. Ad Council campaign will promote booklet, with Gregory Peck as spokesman. Big big names in business, gov't, labor, education, citizen groups are on Alliance's board.

Cost is 20¢ for orders over 5,000, 25¢ under 5,000. For descriptive folder or to order, call or write Ben Beach, Alliance editor, 1925 K St. N.W., Suite 507, Washington, D.C. 20006; phone 202/857-0666.

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AN IMPORTANT NEW ADDITION BEGINS WITH SEPTEMBER 3 ISSUE

Starting September 3, subscribers will receive a significant bonus. Managing the Human Climate, Philip Lesly's commentary letter which has spawned three books and many excerpts in the press, will now be distributed as an added feature of pr reporter.

Lesly, head of a Chicago-based counseling firm, is editor & principal author of Lesly's Public Relations Handbook. One of the recognized thought leaders in public relations, he was a major contributor to PRSA's widely hailed emerging issues report. He was named by his peers as leading active practitioner in pr's 1978 sociometric study. Always provocative, Lesly has been quoted frequently in this newsletter throughout its 22 years of publication. He is listed in Who's Who in the World.

MHC began in 1970. Response to its content led to publication of The People Factor (Dow Jones - Irwin, 1974) and How We Discommunicate (AMACOM, out this November). Selections from Managing the Human Climate was published by Lesly in June. The 4-page supplement will appear bimonthly.

OTHER ADVANCES
COMING SOON

purview will now appear in an expanded 4-pg edition once a month -- to allow space for interpretation & comment on the literature being discussed. Otto Lerbinger will point out specific implications for public relations practice.

In addition to basic training materials & guidelines on standard topics, tips & tactics will begin a series on practical application of behavioral science theory & management techniques. To review, pr's supplements will now consist of 1) MHC, 4 pages, bimonthly; 2) purview, 4 pages, monthly; 3) t&t, 2 pages, all other weeks.

PENTHOUSE "CANCER FACTORY" BLAST RAISES TWO QUESTIONS:
IS SUPPRESSION EVER JUSTIFIED? ARE MEN'S MAGAZINES VALID MEDIA?
PUBLIC RELATIONS BOTH HERO AND VILLAIN OF THIS STORY

Giant posters on sides of NYC busses call attention to a major cancer expose, to be found in 10th anniversary issue (September) of Penthouse. Written by two consumer reporters, Gary Null & Robert Houston, article cites many cases to support their claim that war on cancer is in fact "war on dissent" by medical establishment, media, food & drug industries. Public relations director who lost his job for revealing

anti-establishment research is hero, publicity campaigns of American Cancer Society and food & chemical companies are villains.

Details of article. Medical Establishment, "collusive pressure group," includes Amer. Med. Assn, drug & chemical industries, Nat'l Cancer Inst. (NCI), Amer. Cancer Soc. (ACS), Food & Drug Admin, many science writers who work for nat'l media. Authors trace innovative cancer treatments or research methods they say have been suppressed over past half-century. Scientists; doctors, ex-staffers are quoted as verification. Establishment statistics are used to show that, despite billions raised for research, cancer rate is increasing: "Today one in five deaths is due to it; just ten years ago the ratio was one in six."

Role of Media. Reporters often become captives of constituencies they cover, said Scott Cutlip in recent speech, noting sports, police, presidential press corps as examples. Authors of Penthouse piece believe "many health reporters of the national news media have become little more than PR agents for the medical establishment." They do no investigative reporting, go with official view. Media "interact as system to feature the same stories." It works like this: "the networks and newspapers take their cues from the wire services, and the magazines take their cues from the New York Times. A total of perhaps a dozen persons controls these giant spotlights in their focus on health stories for the nation."

Role of PR. Millions in ads & pr are spent "hoaxing the public out of good nutrition into chemical-polluted low-health diets -- and ultimately into cancer." Science Writers' Seminar of ACS, held in "poolside luxury," is labeled "spring fashion show of cancer research." Nat'l Information Bureau findings on ACS are quoted showing 56% of income goes to overhead, \$200 million is invested mostly thru bankers on its board. NCI, partner in "the cancer factory," issues press releases which "have all the honesty of the Pentagon's." "Quasi-scientific" front organizations such as Council for Agricultural Science & Technology and Institute of Food Technology, largely funded by manufacturers with stake in their findings, are criticized for their effectiveness with gov't agencies, media.

Is Penthouse Credible? Men's magazines have large circulations, are read by as many women as men. Young, educated audience includes high earners, those on rise to power. Better quality ones like Penthouse, Playboy carry some of best writing & reporting today. Fact Penthouse made cancer piece lead article in anniversary issue (selling on newsstands for dollar above normal price) is noteworthy. Some readers may not go beyond revealing photos, but medium cannot be dismissed for lack of impact.

Is Suppression Necessary? Whether dealing with minor in-plant rumor or major expose, does suppression work? If cancer research history is clue, answer is strong negative. Take case of Dr. Andrew Ivy and krebiozen, substance talked about in 60s as possible cure. When announced, krebiozen made little splash. But vicious attacks gave it widespread attention. Suppression tactics on Ivy, respected medical research leader, made krebiozen national issue. Tactic actually made an issue of substance. Current laetrile case is similar. Suppression is so foreign to democratic society it is predictably counterproductive. Public loves stories of big institutions doing in little guy. Public relations theory advocates best way to deflate weak ideas is to put spotlight on them.

Next week: Strategies used in response to attack by institutions & industries criticized in article.

ELECTRONIC INFO TRANSFER
RADICALLY ALTERING OFFICES, MEDIA;
AGE OF INSTANT RESPONSE

Transfer of information thru electronic means is quietly revolutionizing business office operations throughout North America. By year 2000 typical office may bear little resemblance to ones we know today. In fact, many employees may be working out of homes, hooked in by data processing & other electronic systems. Jean-Claude Delorme, CEO Teleglobe Canada (Toronto) outlined sweeping changes in information industry for practitioners who would become futurists at CPRS convention:

<u>NOW</u>	<u>BY 1990</u>
¶Electronic mail companies send info over electronic networks. One company's internal word processing service sends message anywhere in US for 5¢, world 25¢.	¶900,000 word processing terminals in North America.
¶Banks electronically transfer more than \$300 billion daily.	¶Paper checks, commodities & options replaced by magnetic tape.* Stock exchanges fully automatic.
¶International credit card system covering No. & So. America, Western Europe, No. Africa & Far East takes 4 seconds to authorize purchase anywhere -- day or night.	¶Newspapers become truly national, able to gather news & opinions on local basis coast to coast.
¶Computers give secondary school students personal instruction.	¶International trade expands rapidly while telecommunications replaces travel.
¶2 hr. telephone conference call gets same amount of work done as 8 hr. meeting. Color video teleconferencing available between major Canadian cities.	¶Fiberoptic digital cable -- carrying up to trillions of bits per second on single fiber -- links No. America & Europe.
¶Integrgraph machine enables 2 people in 2 locations to jointly draw diagram or sketch, have it printed. Can be carried on telephone wires, added to conference call system.	¶Datacommunications becomes \$22 billion industry.
	¶Typewriters, file cabinets, wastebaskets vanish. Storage becomes magnetic, mail electronic.
	¶Most offices equipped with info terminals, displays & minicomputer connected to telephone network. Many have small rooftop satellite antennae making access round the world dependable, inexpensive.

Electronic revolution has already had major impact on news gathering -- and thus pr field, according to Delorme. He cites Three Mile Island as prime example. "News coverage is now so fast and so informed that a crisis can become a national issue almost instantly. The margin of time formerly available for reflection, for analyzing events has virtually disappeared." In era of instant response, emergency plan and trends analysis with position alternatives become essentials.