

WHO'S WHO IN PUBLIC RELATIONS

DIED. M. Jean Middlebrook, prominent in travel, pr and adv, August 31, 1979 in Chicago.

RETIREES. Frank Thomas retires from Flournoy and Gibbs (Toledo) but will remain as a consultant for firm. He has been associated with the firm for 25 yrs.

ELECTED. 1979-80 ofcrs, Bank Marketing Assn, pres. Norwood W. Pope (Sun Banks of Fla, Orlando); 1st vp, Ronald E. Hale (City Nat'l Bank, Bryan, Tex); 2nd vp, Leonard W. Huck (Valley Nat'l Bank, Phoenix); treas, Barry I. Deutsch (Mellon Bank, N.A., Pittsburgh)...Amer. Soc. of Hospital Public Relations, pres-elect, Robert M. Firis (Orlando Reg'l Med Ctr, Fla.).

HONORS. J. Paul Blake, asst dir, univ rels, U. of Minn (Mpls) named one of the Outstanding Young Men of America by U.S. Jaycees for prof'l achievement & community service...Mary Ames Anderson and Dan Gann awarded life mbrships in So. Calif Soc for Hospital PR (L.A.) in recognition of their outstanding contribution to SCSHPR and to betterment of communication & understanding in pr profession...Robert E. Maples, comty rels rep, Smith Tool (Irvine, Calif.) wins first place for Editorial Excellence for UPDATE, newsletter for Smith's chap. of Nat'l Mgmt Assn.

Academy of Hospital Public Relations MacEachern Awards for Total Public Relations Programming: Citation to Androscoggin Valley Hospital (Berlin, N.H.) Rosabelle M. Tift, comty rels dir; Certificate of Merit to Lynchburg Gen'l Hospital (Lynchburg, Va.) Cynthia E. Harper, dir, fund development & comty rels.

MILESTONE. San Francisco Public Relations Round Table celebrates 40th birthday this month with banquet featuring distinguished journalist Elie Abel. Group says it "is the oldest organized public relations organization in America, as far as present evidence shows." However, Religious Public Relations Council celebrated its 50th anniversary at its April

convention. Both are older than the umbrella professional societies: PRSA, founded 1947; CPRS, organized 1957; IABC, founded 1970. But -- Florida Public Relations Assn's. letterhead carries line, "...the nation's oldest public relations society."

PEOPLE. Nancy A. Calvert appointed asst dpr, Electro-Motive Div, GMC (LaGrange, Ill.)...Elsie A. Behmer joins Nat'l Railway Utilization (Phila) as dpr...GTE (Stamford, Conn.) names Alfred C. Viebranz sr vp-corp comms; Jack H. Phares, vp-pa, Telephone Operating Group; and Edward J. Reardon, dpa, Products Grp...Lawrence M. Bobrowski appointed mgr pub info, GTE Automatic Electric (Northlake, Ill.)... J. Paul Leebrick Jr. named vp-gov't rels, Burroughs Corp (Detroit)...Thomas D. Jardine promoted to corp vp-pr, Carlson Companies (Mpls)...Charles A. Harris named to bd of dirs, Ontario Editorial Bureau, continues as vp, Bell Canada (Montreal).

George R. Snider Jr. named to new position of dpr, BFGoodrich (Akron)...Vincent R. Clephus appointed dir comms, Philip Morris (NYC)...Charles M. Chafer becomes dir comms, Public Affairs Council (D.C.)...Whittaker Corp (L.A.) names Robert W. Murray, vp-corp comms...Ocean Spray Cranberries (Plymouth, Mass.) appoints Herbert N. Colcord mgr, pub affrs...Tera Boltz joins Ad-Marr Adv. (St. Joseph, Mich.) as vp-mktg comms...Dennis B. McGrath becomes vp-comms, Gelco Corp (Mpls)...Ashland Oil (Ashland, Ky.) names Frank P. Justice Jr. vp, responsible for pr... Robert O. Jaynes joins Governors State Univ (Park Forest South, Ill.) as asst dir, univ rels...Steven E. Zeidler named mgr, fin comms, C.I.T. Financial (NYC)... Edward J. Pfeiffer joins Direct Mail/Marketing Assn as dir comms...Dennis J. Baker becomes supvr, pub affrs, Norton Co. (Worcester, Mass.)...Bell Telephone Labs (Murray Hill, N.J.) names Seth H. Washburn vp-pr & personnel...Judith Kramer becomes dpr, FOCUS (Flossmoor, Ill.)...Carolyn Schneider appointed dir, pub info, Univ. of Mass at Boston...Stephen M. Agins named mpr, Travel Related Svcs., American Express (NYC).

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PRACTICAL SOCIAL SCIENCE APPLICATION:
DELPHI STUDY CAN GET CONSENSUS
WITHOUT RISKING CONFRONTATION

Delphi technique uses written answers shared through a facilitator, rather than placing interviewees face-to-face. Initial responses to questionnaires are tabulated, submitted for comment by the group. Comments on the comments are also requested, often two or three times. Cumulative effect is typed, focuses on areas of agreement & disagreement.

Delphi is usually used to get opinions from knowledgeable persons, group leaders or experts. Its genius is eliminating interpersonal reactions inevitable in meetings. Views can be expressed anonymously to further remove subjectivity.

Method also has advantage of being useable when 1) groups do not have time to get together; 2) experts are scattered over large area; 3) strong personalities might tend to dominate meeting; 4) subject to be discussed is apt to provoke emotional outbursts or to intimidate participants by asking for responses which may embarrass or require predictions that are difficult to substantiate. Also, 5) when some participants might hesitate to disagree with a superior or an authority figure; or 6) to avoid groupthink or social pressure to agree. Delphi is simple, inexpensive, threat-free, ideal for issues anticipation or forecasting.

In New Methods in Social Science Research (Praeger, 1978) pr professor T. Harrell Allen (Cal State, Fullerton) suggests another use of particular value to practitioners. When respondents are hostile to one another, Delphi can speed accommodation process by discovering possible points of consensus. Allen has used it in project involving police, gang members, school officials.

Another use is to lay out positive & negative aspects of important decisions before they are made. Also to identify barriers to implementation of a particular policy. If a product is not selling or a program not working, Allen suggests trying Delphi study to get candid views of those directly involved. Personal bias, defensiveness are reduced because many arguments can be put forth, then seen and commented on by all participants. Spotlight is on reasons for problem, not placing blame. (Next tips & tactics supplement will explain Delphi method in detail.)

FOR FEWER MEETINGS

"Delphi replaces the committee with a systematic means of collection, analysis and evaluation of the judgments of a group of experts. Delphi can aid the policy maker by obtaining a consensus or a lot of information from informed persons."

-- from New Methods in Social Science Research

10 YEAR STUDY VERIFIES DISTORTION BY TV

Only 8% of the characters in tv drama are under 18. In real life, 30% of Americans are in this age group. Older persons fare worse. 2% made it into tv fictional programs in the last decade -- but 11% of us are in fact over 65. These and other "gross distortions" are documented by Annenberg School of Communications' study of 1,365 tv programs involving 16,688 characters.

Findings add fuel to controversy over tv violence: It occurs on 80% of prime time & children's programs. (Retorts one wag: "Oh, it's down.") Other revelations: women appear mainly as under-35 characters, men in 35-44 bracket. Tv population "is structured to provide a relative abundance of younger women for older men." Marriage is depicted as being void of romance, mainly for older people.

Study suggests heavy tv watchers are gathering slanted view of life. Some of them believe older people are disappearing from the scene -- when in fact their increasing percentage of total population is demographic phenomenon. If such basic features of the world are being skewed, what may viewers believe about social institutions, business, public issues?

MORE ON RISING HISPANIC INFLUENCE IN AMERICA

SLAM NICKNAMES

You can't win. Sept. 10 prr mentioned Trans Texas Airlines (TTA) & its popular moniker, Tree Top Airlines. R. V. Forest (Cities Service, Lake Charles, La.) advises it was also known as Tinker Toy Airlines. To reflect a larger service area, company changed its name to Texas International Airlines (TI). Result? It's now called Transportation Impossible. Other examples submitted by readers:

Air Worst...for Air West (David Santos, Irving Trust, NYC)

Air Chance...for Air France

Teeny Weeny Airlines...for TWA (both, John Jay Daly, Wash., D.C.)

- 1) Congressional Hispanic Caucus is considered sufficiently important that Pres. Carter delivered address at 2nd annual dinner last week. Sen. Ted Kennedy, House Speaker Tip O'Neill, chairmen of Black Caucus & of Democratic Nat'l Committee attended. Affair was telecast live coast-to-coast via satellite of SIN, nat'l Spanish tv network.
- 2) SIN plans to increase programming in Spanish to over 100 affiliate stations next year. Satellite fed translator stations & cable systems will be used. In what it calls an industry precedent, SIN will compensate cable affiliates for carrying 100 hours weekly. New areas served include Austin, Phila., Hartford, Bakersfield & Denver. Also Tampa, Boston, Detroit, Dallas, D.C., Tucson & Las Vegas. Present interconnected network is based in southwest + NYC.
- 3) More museums & tourist attractions offer printed pieces in Spanish. "San Diego Harbour Excursion" is side by side with "Excursiones del Puerto." Stand near literature rack and watch number of unwary visitors who take Spanish version by mistake -- unprepared as yet to grab for English edition.
- 4) Headline in small, far northern city of Manchester, N.H. daily last week: "Hispanics Charging Discrimination." Story reports activities of local organization called Active Hispanics Assn.

ITEMS OF INTEREST TO PRACTITIONERS

Guide to publications of special interest groups lists over 100 newspapers, newsletters, magazines, journals. These cover nat'l organizations concerned with energy, taxes, environment, health, food & agricultural policies, consumerism, appropriate technology, education, housing, foreign & military policy. Ralph Nader calls such media "neglected dimension of adult education." Well-organized 58 pg. booklet presents full information, description of contents, illustration of publication. \$15 from Commission for the Advancement of Public Interest Organizations, 1875 Conn. Ave., N.W., D.C. 20009. Ask for "Periodicals of Public Interest Organizations."

CEO of multinational faults understanding of activist religious groups who bring boycotts, proxy actions to force companies' overseas policy. D. J. Kirchhoff of Castle & Cooke (Honolulu) told Financial Writers Assn. concerned citizens have right to expect moral dealings in every host nation. "But they should not in fairness ask businessmen to spearhead political action in foreign countries. They do not have the right to ask a multinational corporation to be an instrument of their personal foreign policy. The age of gunboat diplomacy is over." (Full text from company pr rep Emil Schneider, Financial Plaza of the Pacific, Honolulu 96802.)

FUTURES RESEARCH COURSE

Evidence of practitioner interest in subject: John Pessolano produced futures bibliography for June seminar. When prr mentioned its availability (8/13), he was "swamped with requests." So we carried biblio as t&t, of which Part II appears with this issue. Now, PRSA/NYU series announces it will repeat seminar, titled "Futures Research for Public Relations Professionals," on May 13-15, '80, in NYC. To be sure of a place, write Dick Newman, 310 Madison Ave., NYC 10017.

40% fail accreditation exam, according to PRSA. Rates have held steady past few years, reports Accreditation Board chmn Charles Tisdall (Toronto). Failure to prepare, assumption exam will be easy for experienced pros are cited as reasons. In fact, understanding of body of knowledge as well as its application are covered in test.

Significant acquisition for new media technology links American Express with Qube. Amex fulfills media ambitions by buying into Warner Cable. Frustrated at McGraw-Hill, cash-rich giant will own 50% of new Warner Amex Cable Communications. \$250 million line of credit will fund expansion beyond present 140 cable systems in 29 states serving 650,000 subscribers. Plans call for Qube, 2-way cable now in Columbus, O., to be offered in Houston, Cincinnati. Qube viewers can shop by tv -- and will now be able to do so with their American Express cards.

"Mass media history offers fruitful insight into American way of life," claims Hiley Ward, pres. of new journalism quarterly Media History Digest. Historical perspective as well as futures research is needed by practitioners, "helps us understand the paradigms and rituals by which we live." 2-color journal will cover investigative reporting, media humor, relations of top officials with press, comic strips, broadcast formats. Will carry limited advertising. Contributed articles accepted on query-first basis. Temple Univ. is sponsor. Subscription & info from P.O. Box 867, Wm. Penn Annex, Phila. 19105.