

influence public. Concludes "Washington's propaganda machine is so vast nobody knows how many civil servants are engaged in trumpeting the works of gov't." Quotes Wes Pedersen of Fraser/Assocs, pres of Nat'l Assn of Gov't Comms, as saying "typical Washington news release is so badly done that few editors who value their eyesight will give it a second glance." Editor & Publisher ran interview with PRSA "PR for PR" chair Amelia Lobsenz. NYTimes printed two long articles, one July 29 reporting pr firms thriving on crises, another Aug. 14 headlined "Challenges for Public Relations" by ad ed Isadore Barmash. (If you missed these, write prr.)

The Powers That Be, David Halberstam's 775-pg gossip column on media lords, takes note of key role pr counselor played in establishment of CBS and broadcast industry. Network founder Bill Paley needed ads from leading advertiser Lucky Strike for both income & legitimacy, but couldn't get in to see him. "Through the pioneer public relations man Ed Bernays, he finally arranged an audience with George Washington Hill" -- irascible American Tobacco CEO made famous by novel & movie The Hucksters. More important influence of Bernays was hiring of the first broadcast news-public affairs head, Ed Clauber, whom Halberstam credits with "setting the standards for broadcast journalism." He had been on Bernays' staff.

Leading union chief monitoring Fairness Doctrine. William "Wimpy" Winpisinger, head of Machinists, opens campaign to report to FCC, asks for equal time for all tv portrayals of union workers as Archie Bunkers. Hard-headed approach could have beneficial effect, could also backfire badly.

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. 1980 officers, Amer. Soc. of Hospital Public Relations: pres. Rosabelle M. Tifft, dir-comty rels, (Androscoggin Valley Hospital, Berlin, N.H.). Run-off for pres-elect; ballot results next week.

VICE PRESIDENTS. Clyde Tussey, vp & grp supvr (L.A.), Barbara Keebler (Chi.) and Donald W. Jones, vp & grp supvr (D.C.), Harshe-Rotman & Druck... John J. Bailey and Robert J. Salogar, Anthony M. Franco, Inc. (Det.)...Robert S. Sagen, Beyl & Boyd (S.F.)...Carolyn M. Pernice, John Bliss Assocs (NYC)...Thomas W. Phillips, Information Counselors (Fairfield Conn.)...Earl Slack, sr vp, Underwood Jordan Yulish (NYC)...Jake Elliott, vp-pr, Goodwin, Dannenbaum, Littman & Wingfield (Houston)...Art Detman Jr., vp & dpr, Brown, Keefe, Marine (L.A.)...Peter C. Bedard, Creamer Dickson Basford/New England (Providence)...Paul J. Siemer, vp & sr ptr, Fleishman-Hillard (St. Louis)...Henry N. W. Lienau, sr vp-comty rels, Lorraine Baltera, sr vp, Rowland Co (NYC)...Dr. Lloyd Kirban, vp & res. dir., Burson-Marsteller (NYC)...John R. Anderson, vp-pr svcs, Horton, Church &

SPECIAL OFFER TO READERS

With this issue appears the first edition of Phil Lesly's Managing the Human Climate to be published as a supplement of prr. It is No. 58 in a series begun in 1970.

The best of previous editions have been collected in the book, Selections from MHC, published this spring. Development of the well-known counselor's thinking & ideas over the decade comes across vividly in the 174-pg. volumn. Copies of the book may be ordered from prr. Price is \$9.00 including postage (\$6.00 to educators for classroom use), check to accompany order.

Goff (Providence)...Gerald S. Nagler, sr vp, and Lee T. Nestor, Lewis & Gilman (Phila.)...Roger D. Allan, E. Bruce Harrison (D.C.)...Al Connell, Harrison Higgins (NYC)...Donald Winks, sr vp & mgr, Hill and Knowlton (S.F.)...Marcia Horowitz, Howard J. Rubenstein Assocs (NYC)...Richard F. McAdoo, vp-pa, and Dr. Edward M. Glick, vp-res. & publcs, Ernest Wittenberg Assocs (D.C.).

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COURTS ADD FURTHER STRENGTH TO ORGANIZATIONAL FREE SPEECH: FIND FOR AETNA IN 2 CASES, CITE POSSIBLE DAMAGE TO 1ST AMENDMENT

Aetna Life & Casualty's controversial issues campaign aims at tough problems like re-forming tort liability system which allows windfall damages, sometimes in millions for simple accident. Trial attorneys, who profit from such suits, were upset. Three major cases resulted, alleging Aetna's articles, booklets & ads were designed to "influence jurors" and were thus illegal (pr 2/20/78).

Courts in 2 states have thrown out the cases. N.Y. case attacked campaign as "program calculated to tamper with juries in their deliberative process." Court disagreed, ruled "no cause of action."

In Louisiana, Aetna and 4 other companies were sued for "an attempt to improperly influence jurors to award lower amounts in damages." Court dismissed suit, setting restraint of speech as "infringement on First Amendment rights." Conn. suit is pending. But the campaign will continue, Albert Abend, adm corp comms, told pr reporter.

Other subjects covered in campaign are rising healthcare costs, arson, auto theft. Each has drawn fire from groups affected, Abend says. Doctors, hospitals organized letter campaigns attacking ads on healthcare. Trial attorneys, in contrast, sued when their shortcomings were put in spotlight. Letters run 3 to 1 favorable, with Sens. Jackson, Magnuson, Kennedy, state ins. depts, even some lawyers supporting series.

To assure believability, Aetna has used two techniques. First is footnotes. Materials cite original sources to support all claims. Publications or gov't statements are not quoted. Instead, they are traced to the original source and verified, Abend notes. "We take nothing for granted. We want the data to be unimpeachable." One ad had 18 footnotes.

Second tactic is admitting insurance industry's failings. One ad featured letters from critics. Headlined "Aetna, heal thyself," it pointed to fact some policies encourage hospitalization over outpatient care -- which raises costs. Company explained steps being taken to correct such situations. (For copies of ads and materials, write Abend at 151 Farmington Ave., Hartford, Ct. 06156.)

DON'T EXPECT TO MAKE BIG NEWS OCT 1-7 UNLESS YOU CAN COMPETE WITH THE POPE; ARE RELIGION, GOV'T ON "COLLISION COURSE"?

Authentic media hero Pope John Paul II is expected to dominate prime time & front pages as he moves thru Boston, NYC, Phila., Des Moines, Chicago, &

D.C. He will address UN, meet Pres. Carter, say Mass on the Mall before 1,500 priests & crowd of 1 million.

Preparation for visit reveals pr capabilities of US Catholic Conf. & affiliated Nat'l Conf. of Catholic Bishops. Russell Shaw, pa sec'y, has distributed 7 backrounders,



will continue series until visit. On July 30 he sent media accreditation data. Press plane will be available, but media must pay cost (\$600). Cutoff date for accreditation is Sept. 22. To cover only one city, credentials are available from local diocese. 3 professionals in D.C., 1 in NY are listed to assist media. No smalltime operation this. (For copies of materials, write Shaw at 1312 Mass Ave. NW, D.C. 20005.)

Tie-ins will be difficult, but not impossible -- especially on human issues. Not official, of course, just creative publicity or public education. Internal & external publications offer best bet. Down-to-earth attractiveness of Pope, his 2 previous visits as cardinal provide angles. Pope & Dalai Lama (coming here soon) are virtually non-sectarian in popular appeal.

Futurists will be watching for signs of papal response to US bishops' statement of last fall. It predicted organized religion, US gov't are on "collision course." Issue is whether churches "are to be favored institutions under our system of law." Protestants, too, are concerned with increasing gov't encroachment into church affairs. Wanted is distinction between religious-affiliated schools & hospitals and their non-sectarian competitors. IRS, Nat'l Labor Rels. Bd, other agencies have begun treating church-related entities same as others.

SERVICE DEP'T IS MAJOR PR DETERMINANT;
HOW PR DEP'T CAN SERVE THE SERVICERS Service after the sale is major factor in public relationships of marketers & manufacturers. In recent years this area has

been the breeding ground of substantial ill will. How much attention have public relations dep'ts paid to service dep'ts? Is the area beyond bounds, except for publications or publicity?

Practitioners who have added in-service training to their portfolios have ideal opportunity to get involved in service operations. Virginia Ruddy, Eastern svc support mgr, Tektronix (Beaverton, Ore.) gives the clue in Service Management newsletter: "You can teach (your service staff) technical ability, but if you don't address customer service as a whole you've only done half the job. That's why we not only teach technical knowledge, we teach people skills to repair the customer."

Another aid to service dep'ts may be to get them to join Nat'l Assn of Svc Mgrs (6022 W. Touhy Ave., Chi. 60648). Dues are only \$100/yr. Evidence of new recognition for this vital function is increase in title for service chiefs, now at vp level in many companies.

3 ORGANIZATIONS REVEAL STRATEGIES
FOR DEALING WITH ENERGY CRISIS --
OR USING IT AS COMPETITIVE TOOL

Getty Oil is tapping gas shortages to improve its underdog retail marketing position. It ordered company-owned stations to remain open between noon & 8 p.m. on both Sat. & Sun.

"Getty brings back the 2-day weekend" is campaign theme. Local ads list nearby station locations. Full list of open stations is offered by mail. (Write Walter Carlson Assocs., 295 Madison Ave., NYC 10017.)

To "dispel any belief that personal or business airplanes waste needed fuel," Aircraft Owners & Pilots Assn is distributing posters & pamphlets on theme "Making haste without waste." 230,000-member group aims to assure continued gas supplies for general aviation -- likely victim if shortages occur. Benefits to public of private planes are cited. Also fact they are "alternate, not additional" users of fuel, i.e. planes are used instead of another vehicle. Whether such arguments will hold if autos can't

get gas remains to be seen, but low-profile AOPA will get new public visibility in any case. (Copies from pr dep't, 7315 Wisc. Ave., D.C. 20014.)

In related activity, AOPA is urging local officials to seek redistribution of airport funds to smaller cities. "Thinking small" will benefit "the biggest air carrier in the world" -- fuel efficient private & business aircraft. General aviation uses less than 4/10th of available fuel. But expansion is stymied by lack of airport funds.

Kemper Insurance usurps energy fears to push 55 speed limit. Senior managers have written law enforcement officials across nation urging renewed support for 55. Benefits cited: 36,000 fewer highway deaths in 4 years since law passed; 17-40% better mileage, depending on car; potential saving of 5.7 billion gallons of gas annually. Lower speed limit has been difficult to sell. Emotions, not facts, rule driving public. Trucks & bus drivers are major complainers, claiming poor motor efficiency. But GM, Dep't of Trans., Common Carrier Conf. have rebutted. Their studies show maximum fuel economy for most trucks in fact occurs below 40 mph.

Continental Oil reports 25% increase in gas mileage for 200-truck fleet since it began strict 55 policy. United Parcel Service found consumption cut 32%. Kemper Public Affairs Newsletter gives roundup of supportive data. (Copies from Kemper Group, Long Grove, Ill. 60049.)

QUOTE

"The marvelous thing about public relations is that it is so relatively young, a creature of the 20th and 21st centuries."

-- Elias Buchwald, chairman,
PRSA Emerging Issues Committee

AUTOMAKERS CHANGE PR HEADS:
McNULTY SUCCEEDS DeLORENZO,
MECKE TO LEAVE FORD

John W. McNulty has been elected vp in chg of pr staff at General Motors. He succeeds retiring Tony DeLorenzo, is third person to hold job in history of company. Paul Garrett created job 39 years ago, made it highest ranking corporate pr position at the time. (Now 87, he lives in NYC.)

At Ford, vp-pa Ted Mecke has announced his retirement for Feb. after 31 years with company. He will become pres. of prestigious Economic Club of Detroit. American Motors recently changed its pr chief, picking Jim Tolley vp to replace retiring Frank Hedge. Only Chrysler -- despite well-publicized other problems -- has made no change, sticking with vp-pa Wendell Larsen and Frank Wylie.

DeLorenzo's career is a model of survival in supposed corporate jungle. He served under 6 CEOs, will now open consulting office in suburban Detroit. McNulty, with GM 11 years, has been dir corp coms. He was on White House staff as an asst to Pres. Lyndon Johnson.

ITEMS OF INTEREST TO PROFESSIONALS

Rash of articles on pr continues unabated. USNews & World Report follows up earlier story with headliner on gov't pr in Aug. 27 issue. Claims US spends \$2.5 billion to