

Labels applied to pollsters raise doubts of trustworthiness, professionalism. Increasingly they specialize in work for specific types of clients. Wall Street Journal story on Teddy Kennedy referred to "Democratic pollster Peter Hart," "conservative pollster Arthur Finkelstein," labeled Robert Teeter a "Republican pollster" and William Hamilton a "Democratic pollster." Worse, results of polls each conducted on Chappaquiddick incident tended to reflect these attributions.

31-year old press sec'y jumps to \$100,000 job ... in "political image-making company" of David Garth. NYTimes reports Maureen Connelly, Gotham Mayor Koch's press attache for two years, will work in new international div. handling political campaigns in foreign countries. Her work will be "public relations," whatever that means in a field whose activities often seem to contradict many of the tenets public relations professionals stand for. Connelly was both the youngest and first woman press sec'y to a NY mayor. She was paid \$47,000 there.

Gov't pr pro comments on prr article about runaround from SEC info ofcrs (12/3) by noting "I have encountered the same problem inside agencies where I worked." How, then, to get needed data? He advises: "Given the choice with the feds, I'd call a field office every time." Our adviser will remain unnamed because, as he told prr, "I can retire but I'm not planning to."

AUTO COST EXPERTS CAUTION BUDGETERS THAT CARMAKERS, GOV'T, RENTAL AGENCIES MISLEAD WITH CONFLICTING COST FIGURES

Basing expense projections on EPA mileage figures, you can expect a 7.8 mpg "short-fall," warns Runzheimer & Co. (Rochester, Wis.), travel & living cost consultants.

DOE reports 27.5 mpg translates to 19.7 mpg in real life. (Lax test procedures are blamed, Sen. Javits has introduced legislation to correct situation by '86.)

Trading in vehicles after 2 years, as car rental firms do, means costs per mile will be unusually high -- possibly 38¢ or more. Reason is that greatest depreciation is absorbed during this period of vehicle's life. Fleet industry suppliers have been advising against purchasing Plymouth Horizons & Dodge Omnis, both economical cars, because they're Chrysler products. Meanwhile GM has forecast such low production of X body cars (Citation, Omega, etc.) that it is sold out for '80. Automakers seem to be forcing purchases of more expensive, less fuel efficient models, Runzheimer feels.

Gas prices impact cost per mile less than most people realize. During recent 25¢ price jump per gallon at pump, many organizations hastily increased auto reimbursement 3¢ per mile -- equivalent to 45¢ per gal. increase for car delivering 15 mpg.

Of related interest: "Miles per tank" is more meaningful figure for drivers than pr claimed (12/17), says Chrysler's Frank Wylie. With threatened rationing, or odd-even purchasing (as in Calif.), how far you can go on one tank governs travel more than cost. Chrysler L.A. dealers claimed they had models that would go to San Francisco on 10 gals. NBC consumer reporter David Horowitz challenged this. USAuto Club certified test run, NBC filmed and gave news endorsement to the claim, he reports.

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. Ofcrs of S.F. Public Relations Round Table: chmn, F. Weston Starratt, PR/ADE Public Relations; vice chmn, William A. McCord, Chevron U.S.A.; sec'y Peter H. Braddock, Crown Zellerbach; treas, E. Roxie Howlett, Howlett & Gains.

Release still claims group is "oldest prof'l pr society in U.S." (see prr 10/8/79). Founded in '39, it is preceded by Fla. PR Ass'n ('38), Religious PR Council ('29) and Social Work Publicity Council ('22, now merged with PRSA).

Vol.23 No.2
January 14, 1980

TUNING IN TO NEW ETHNIC COMMUNITIES BIG OPPORTUNITY FOR 80s; PRACTITIONERS LOOK BEYOND FRENCH & SPANISH TO ITALIAN, CHINESE, GREEK & KOREAN FIND NEW MARKETS, RECEPTIVE AUDIENCES, EVEN A WAY TO SETTLE STRIKES

If knowing your publics and communicating with them effectively are cornerstones of good public relations, the absence of pr programs directed to large ethnic communities rates as a serious and costly oversight. In Toronto, to take one example, 54% of all residents have their origins in countries where neither English nor French is spoken. Over half a million speak Italian, 130,000 speak Portuguese, and other very large groups speak German, Greek or Chinese.

Yet a brief telephone survey conducted by pr reporter was unable to find one company which regularly devotes public relations attention to these groups. "Most pr people think English, and beyond that some of them think French, and beyond that, most of them don't think," says Bart Mindszenty, consultant with Public & Industrial Relations Ltd.

Alfredo Rizza di Sardi, a lone pioneer who has specialized in ethnic pr research since '72, says not one Canadian insurance company offers its policies in any of the Mediterranean languages. His firm, RDS&B Advertising, has become an agency's agency, providing expertise in marketing to third language communities. "An insurance policy can be an intimidating document even when you read it in your own language," he says. "But when it is written in some other language, there is no basis for trust."

Charles Tisdall, managing partner, Tisdall Clark & Partners, agrees. One of Canada's largest wholesale bakery chains appeared headed for a long strike by its largely ethnic work force. He recommended that the company send a low key personalized letter once a week to each employee in his or her own language. A settlement was reached in four weeks with the company giving most of the credit to the letters. But the bakery chain has no ongoing pr program which would follow up on its communication breakthrough.

Michael Pierce, dir. prod. promo., Ontario Milk Marketing Board, says it is "cost efficient" to deal with the ethnic media and take note of cultural differences. Italians have not been milk drinkers in their own country, where dairies are small and unsophisticated. To open up the new market in Ontario, OMMB began advertising special messages in Italian in '76. Surveys

EMPHASIZE THE BENEFITS
IN LANGUAGE THEY UNDERSTAND

We never explained to the people just what benefits they were getting from space research. Instead of all the technical jargon and talk about moon craters, we should have devoted more publicity to the benefit the consumer was getting.

-- UPI obit on "Shorty" Powers, NASA's "Voice of Mission Control" who coined "A-OK" and popularized "All systems go."



show that milk drinkers, once non-existent, are now 82% of the Italian population. Milk is now second to coffee in popularity. When asked about pr apart from advertising, Pierce replied that OMMB has no contact with the ethnic communities.

Not Expensive, University Reports

The same can be said of hospitals, banks and other institutions, with one bright exception. University of Toronto has produced information and cultural programs in collaboration with many ethnic communities. A series of brochures outlines for parents the courses available at U of T, and the high school subjects needed to qualify for admission. The booklets also cover non-credit courses, lectures, concerts, open houses and other events. To date, they have appeared in Italian, Portuguese, Spanish, Chinese, Greek and Korean. This is a low budget program with most of the cost picked up by the communities concerned. U of T Community Relations Office has a stream of conferences, exhibits, seminars and films devoted to particular cultures.

Marvi Ricker, who is in charge of the programs, says interest is growing and the ethnic communities are making greater use of U of T resources as they realize that the university is also for them. Program does not make heavy demands on the pr staff, thanks to interest and support coming from within the ethnic communities. MPR Nona MacDonald estimates about 7% of the time of her office goes to ethnic pr.

A small price to pay for a dozen new publics.

FINANCIAL DICHOTOMY PROBABLE CAUSE OF PR FIRMS' DECLINING LEAD IN FIELD; COULD "PARTNER" MODEL REPLACE STOCK?

Major counseling firms are no longer the undisputed leaders in public relations, opined prr last week. Probable reason for decline is economic contradictions. Never have there been so many available clients & projects. But seldom has the dollar squeeze, or the competition, been tighter. Primary difficulty is inability to pay salaries which compete with industry (see prr 10/23/78). Annual Survey of the Profession traced a drop of median income in firms for '78 to an abnormally low \$36,000. Boom-or-bust financial situation is spotlighted by '79 Survey. It charted rebound of pay in firms, with 30% of respondents reporting increases of \$5,000 or over! Yet evidence of continuing stagnation is the

43% who reported no increase. A May '79 study by Anthony M. Franco, Inc. (Detroit) found salaries in firms failed to keep pace with inflation. Data are for firms of all sizes but reflect situation in major firms.

Uncertain future of staffers is another factor. "Ownership structure" of firms means senior management can sell, as several have done recently. Some professions, such as law & medicine, are operated instead on "partner" model. Staff members who prove themselves become partners, with better job security. (And recent laws give such organizations protection of the corporate shield if they want it.) However, architectural & engineering firms are often owned by a few shareholders, with others as employees.

— ONE VIEW ... POSSIBLY BIASED —

Since firms operate on profit margins that are not only slim but extremely vulnerable because clients come and go, almost any new business is welcome, especially when it can be very lucrative.

-- Wall Street Journal 2/5/79 reporting trend among firms to represent foreign nations accused of human rights violations (citing Hill & Knowlton for Indonesia, Edelman for Haiti, Linen Fortinberry for Iran.

Corporations, ass'ns, gov't, even social service agencies offer better longterm prospects. Franco's study found only 27% of pr firms have pension plans.

"OUT OF THE NEWSROOM INTO THE BOARDROOM": 47% OF DPRs REPORT TO CEO

Corporate public relations is growing in influence as well as changing direction, according to a 5000-word article in Dec. issue of Canadian Business. "Public Relations Out of the Newsroom, Into the Boardroom," proclaims cover. Article cites survey by Communications Group Ltd. which found 47% of top pr people now report to CEO. Enlightened trend may put Canada ahead of rest of continent. For instance, prr's Annual Survey of the Profession found roughly 3 of 10 practitioners report to CEO in conglomerates & industrials.

Based on interviews with several consultants & pr directors, writer Doug Fetherling concludes corporations are using public relations people the way they use lawyers -- "to keep out of trouble." Caution & preventive planning are replacing fighting fires. Two practitioners -- Ruth Hammond, Toronto consultant, and Norman Dann, vp, IMASCO Ltd.-- share info on projects they advised against and why. Counselor Monty Berger feels pr dep'ts are less likely to have their budget axed. Some companies are becoming aware that pr will help more in bad times than in good, he says -- a perception that is growing in U.S. (see prr 1/22/79). But only a few big outfits spend more than 1% of revenue on pr. Some suggestions:

¶John Francis, consultant who heads his own Calgary firm, is cautious about losing the local touch. "Public relations has to be conducted by local people."

¶Tony Fredo, pr mgr, Ford of Canada, suggests using the phone more for personal contacts. "Better than half my time is spent giving information verbally," he says. "There are too many press releases in the world already. What's needed is immediacy."

At battle with constructive, positive tone of article is graphics. Illustration shows stereotype pr man from several vantage points, glad hand thrust out, with huge teeth & grin. Eyes, nose, all other features are missing -- suggesting pr may be into the boardroom, but still lacks substance.

WHAT'S HAPPENING THAT PROFESSIONALS SHOULD KNOW ABOUT

¶Federal Communications Commission is soliciting public comments on proposal to deregulate commercial radio. Deadline is Jan. 25. Would eliminate requirement that minimum amount of time be devoted to non-commercial programming such as news & public affairs. Stations would no longer have to keep programming logs -- that could monitor how well radio self-regulates. Current time limits for commercials would also change.

U.S. Catholic Conference, other national orgs. are critical of dereg move, believe charities & non-profits could be denied access. If adopted, may be forerunner for deregulation of tv. Comments should be sent to Sec'y, FCC, 1919 M St., N.W., Washington, D.C. 20554. Identify as BC Docket No. 79-219 or rulemaking nos. RM 3099 & RM 3272.

¶Emhart measures effectiveness of video tape of annual meeting which cost company \$30 per copy (see prr 7/9/79). Finds 700 shareholders, employees viewed, more than double number which attended meeting. Multinational distribution brought tape to 8 foreign countries, including Russia where seen by 58 Soviet trade officials. For Soviet version, used Russian voice-over commentary (see this week's lead story). Corporate gadfly Lewis Gilbert recommended for schools as example of corporate democracy.