

CEO URGES MANAGEMENT KEEP HANDS OFF EMPLOYEE PROGRAMS

"Don't institutionalize programs for employees," urges Struan Robertson, CEO, Maritime Tel & Tel (Halifax). In organizational recreation, e.g., let them take the lead. "You offer facilities, support -- but avoid organizing or bureaucratizing." He fears for jogging & exercise programs once a specialist is hired to run them. "They are no longer employee programs but company programs."

Bottom-up, do-it-yourself spontaneity is the true test of interest, Robertson told pr. And the best way to achieve participation. Otherwise, management has to "sell" the programs to employees, so they become the company's thing -- the opposite of the intent. He also asks: "If you can't trust workers to run projects for their own enjoyment & benefit, how can you trust them to operate the company?"

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. Texas Public Relations Assn awards Silver Spur to Dale Henderson, Inc. (Houston) for promotion of Peru's Golden Treasures exhib...Stephen D. Gelineau, dir cmtty rels & devel, Union Hospital (Lynn, Mass.) receives 1980 Gold Quill Award from IABC for ext mag, nonprofit org...Mike Bardin, vp-pr, Phillips-Ramsey, Inc. (San Diego) named Professional of the Year by PR Club of San Diego...Allen H. Center, pr practitioner & educator, awarded Ball State Univ's 4th Annual Nat'l PR Achievement Award...J. Carroll Bateman, pres. IPRA, receives award from PRSSA's Univ of Texas Alan Scott Chap as the outstanding professional in pr for 1980; William H. Shepard, vp-pr & adv, Alcoa Corp honored as outstanding Univ of Texas alumnus in pr.

FIRMS MOVE. Georgeson & Co. to Wall Street Plaza, NYC 10005; 212/440-9800... Lisboa Associates, Inc. to 515 Madison Ave., Suite 1600, NYC 10022; 212/271-6164...KPR, Inc. to 9003 Reseda Blvd, Northridge, Calif. 91324; 213/886-6544... Morag Hann & Company to 505 Park Ave., 10th Floor, NYC 10022; 212/888-5166... Darryl Lloyd, Inc. to 5118 Vineland Ave., North Hollywood, Calif. 91601; 213/877-8775...Spiro & Associates to Land Title Bldg, 100 S. Broad St., Phila. 19110... Ketchum MacLeod & Grove-Houston to Suite 1300, 1900 West Loop South, Houston 77027; 713/961-0998...The Michener Co. to Glenhardie Corp Ctr, Valley Forge, Pa.; 215/567-7200.

PEOPLE. Mary Ann Pires appointed to new position, cons afrs mgr; P. Michael McDermott becomes sr media rels specialist, Texaco (NY)...John A. Fransworth, sr vp, to head marketing & pr div, Chemical Bank (NYC)...Donald E. Hall named nat'l dir pr & promo, Magnavox Consumer Electronics (Fort Wayne, Ind.)...Mary Feeney joins Funk Seeds Internat'l as pr spec (Bloomington, Ill.)...Aitkin-Kynett appoints Michael V. Sullivan pres, pr dep't (Phila.)...Harriet Mouchly-Weiss named pres, Ruder & Finn Internat'l (NY & D.C.)...Mary L. Monty becomes dir corp comms, Monchik-Weber Corp (NYC).

Neil J. Devroy joins Beatrice Foods Co. (Chi) as dpr; Peter van Dernoot named comms svcs dir; Barbara M. Knuckles promoted to comty & cons rels mgr, new position...Sarah Ordovery becomes mgr adv, sales promo & pr, Newsweek Broadcasting Service (NYC)...Dick Ward promoted to dpr, Cochran Chase, Livingston & Co. (Irvine, Calif.).

Frederick M. Hoar named vp, pub afrs & comms, Syntex Corp. (Palo Alto, Calif.)...Kraft (Glenview, Ill.) names Mardie MacKimm to newly created position, sr vp-pa; and James F. Harris, vp-pr...Nat'l Assn of Broadcasters (D.C.) names Kenneth D. Schanzer sr vp-gov't rels, and Shaun Sheehan sr vp-pa...Robley W. "Bob" Sundmacher becomes vp-pa, Olympia Brewing (Olympia, Wash.).

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MAKING NONPROFITS, ASSNS, LOCAL GOV'T ACCOUNTABLE
IS MAJOR PUBLIC RELATIONS NEED; FASB MOVES FORWARD
WITH SEARCH FOR STANDARD MEASURE (LIKE BUSINESS PROFITS)

Non-profits are feeling the push for accountability. Their largely unsophisticated, non-technical audience "cannot prescribe the information they want from an organization." Problem is finding yardstick, like corporate profit, that can measure performance.

Latest effort comes in draft statement from Financial Accounting Standards Board. It urges "non-business organizations" to present information that aids "contributors, taxpayers & members...in assessing how managers...discharge their stewardship responsibilities." Broad guidelines recommend reporting:

- 1) "Nature & relations between the inflows & outflows of resources,"
- 2) Org's service efforts, accomplishments,
- 3) Management's handling of stewardship responsibilities,
- 4) How cash is obtained & spent: borrowing & repayment, other factors affecting liquidity.

FASB's proposal covers private non-profit & philanthropic groups, trade & prof'l assns and state & local gov'ts. Excluded are investor-owned hospitals & schools and cooperatives. Tho FASB doesn't actually set gov't standards, it is currently "re-writing the language of accounting."

Recognition that reader understanding is as important as revealing sources & uses of funding makes new proposal more comprehensive than Amer. Inst. of CPA's guidelines proposed last year (pr 2/12/79). "An increasing number of public officials & private citizens are questioning the relevance & reliability of financial reporting by non-business org'ns," FASB notes. It is soliciting comments on the statement. Deadline is Sept. 15. (For copy write FASB, Publications Dept., High Ridge Park, Stamford, Ct. 06905.)

IP'S SOCIAL RESPONSIBILITY CAMPAIGN
STRENGTHENS MARKET WHILE TACKLING
TOUGH PUBLIC PROBLEM

Reading & writing deficiencies among the young are target of International Paper's "The Power of the Printed Word" program. Declining ability confronts the escalating need to communicate & assimilate well in "era of information explosion," Bob Lauterborn, dir mktg comms & corp adv, told pr reporter. Subject is crucial to papermakers -- yet clearly in public interest as well.

Focus of program is series of educational ads, run in "waves" in popular & teen-oriented magazines such as Seventeen & Rolling Stone. 6 ads were authored by well-



known experts, e.g. Malcolm Forbes on "How to write a business letter." Other titles are "How to read faster," "How to improve your vocabulary," "How to get the most out of a library," "How to read a newspaper," "How to write clearly."

IP did its homework: all materials were developed on basis of research. Company questioned groups of high school & college students, & recent college grads on problem. Found that students recognized their deficiencies & wanted help. 92% of high school students, 86% of collegiates, 77% of recent college grads said they would read ads -- "far more than we expected," says Lauterborn.

Young people also showed surprisingly responsible attitude in indicating choices for authors. Popular figures like John Travolta, Farrah Fawcett Majors were at bottom of students' credibility list. Instead, students chose figures such as Edward Thompson, Editor-in-Chief of Readers' Digest.

Teachers were also consulted in developing program. They were "unanimously pleased" with the ads, according to Lauterborn, & requested teachers' guides on how to use them in class -- which IP devised. There is also a teachers' kit which consists of slides, guides for classroom presentation.

Lauterborn estimates some aspect of program reached about 50 million people -- 77% of high school students & 68% of people aged 18-34 in 1979 -- an average of five times each. In past 9 months, IP has received over 1,000,000 requests for ad reprints & teaching guides.

Program grew out of longstanding IP concern epitomized by "Send Me a Man Who Reads!" ad program which ran from 1960-1967 and was "one of the first public expressions of concern" for communication disabilities, says Lauterborn.

Of Related Interest: Recognizing that many writing problems are actually thinking problems, Smith College (Northampton, Mass.) will seek advice from experts in logic for its new writing program. Conoco (Stamford, Ct.) pledged \$135,000 to underwrite its development. Even highly selective schools like Smith "can no longer take for granted the sound basic skills of its students," comments Jill Conway, pres.

VIDEO DISPLAY TERMINALS MAY CAUSE CATARACTS

2 operators at NYTimes say they did. VDTs should be checked for radiation leakage every 6 months. Main problem, however, is variety of eyestrain problems caused by glare, irritating contrast between screen & background, flickering images, irritating colors. David Eisen, Newspaper Guild dir res & info, feels problems are "legitimate concerns & something should be done to correct them." Solution may be "redesigning the machines and the office environment to eliminate stresses & strains on the operators." (For Chicago Trib article on subject, write prr.)

HOW TO BUILD A CAMPAIGN THAT REACHES 50 MILLION

1. Pick recognized public problem
2. Make it directly relevant to your product or service
3. Stick with it over the years
4. Ask target audience its views & needs
5. Employ celebrities to present message

IMPORTANT ITEMS FOR PRACTITIONERS

An inviting feedback/public participation device is used by U.S. Postal Service. Attractive easel headlines 4 states of mind that involve the reader: "PROBLEM? IDEA? COMPLAINT? COMPLIMENT? TELL US." Each is illustrated with humorous, easily recognized caricatures: person scratching head for problem, light bulb for idea, waving fist for complaint. Easel dispenses "consumer service card." Carbon form consisting of two pieces of tagboard provides tactile sensation of substantiality. Two cards are preaddressed and franked, go to local postmaster, USPS consumer afrs ofc in Washington. Easy-to-use card employs boxes & lines to request info, promises "you will be contacted soon." Cards are numbered to personalize & provide accountability. Strategy of using 4 specific categories instead of generalized "suggestion box" approach should pay off. Designing workable feedback tools remains a major hurdle for the profession.

Many issue-concerned organizations are actually augmenting their public relations staffs, according to Larry Marshall, pres, Marshall Consultants (NYC). "Companies are realizing that public image problems persist, especially in a recession, and professionals are needed to monitor opinion & help develop programs to thwart growing government regulation."

Dir of consumer afrs is now on organizational chart of 200 retail food chains, survey finds. Key role described as liaison with consumers & media. Over half make policy recommendations. Also monitor legislation, counsel on advertising, provide info on ingredient & nutritional labelling. Study includes data on their needs from manufacturers, types of materials they prefer. Sign of the times: most said they'd prefer fewer, but better, communications from food companies. (For copy write Joyce Bisbee, Dir Cons Afrs Group, Creamer Dickson Basford, 1301 Ave. of Americas, NYC 10019.)

New aid to precise writing is American Usage and Style: The Consensus by Roy H. Copperud. Alphabetical listings compare linguists' views on commonly misused words & phrases. Covers "redundancy, ambiguity, verbiage, objectionable euphemisms, and pompous usages that mislead the reader and destroy a precise and beautiful language." Treatment often witty. Delve, for example, means "search or dig (archaic)" thus, "The mine delves 560 feet into the ground" is wrong. "Fire off: Another journalistic stereotype used to describe the sending of a letter. In Newsweek, especially, letters are always fired off, never mailed." (\$14.95 from Van Nostrand Reinhold, 135 W. 50th St., NYC 10020.)

Consider the focus group technique when you need exploratory or qualitative research. Marketing & banking professionals discuss pros & cons in "Focus Groups: When they can help & how they should be used." Booklet from Bank Marketing Assn includes case studies on use of focus groups for such purposes as 1) selecting an ad theme, 2) developing electronic funds transfer system, 3) evaluating trust seminars. Several checklists should help practitioners maximize benefits, avoid pitfalls. 105 pps; \$30 non-members, \$20 members. (From BMA, 309 W. Washington St., Chi. 60606; 312/782-1442.)

Ruder & Finn (D.C.) has set up a new profit arm -- a speakers' bureau which features big names. "Programs & Speakers" offers over 100 experts -- "the very people involved in breaking crises & evolving legislation" -- in 16 issue areas such as politics, regulation, economy, energy. Roster includes adventurer George Plimpton, journalist Martin Agronsky, Dr. Alan Greenspan, economist. Attractive brochure in cream stock with brown & silver ink is, however, hard to read. (Program & fee information from R&F Programs & Speakers, 2020 K. St., NW, D.C. 20006; 202/466-7800.)