

MULTI-IMAGE SLIDE SHOW
HAS ADVANTAGES OVER FILM, TV

Can slides be better than a film? Two- to six-projector synchronized slide presentation has several points of superiority, claims equipment expert

Norval Smith of AVA Associates (Storrs, Conn.):

- 1) speed of production for timeliness of message
- 2) detail of coverage in screen image
- 3) maximum retention of message
- 4) maximum impact when used with graphic techniques such as dissolves, rotation, image interface, cross flashing
- 5) maximum economy

In any case slides offer cleaner, larger image than 16 mm film or video. Sound track is also clearer. Other advantages include instant editing -- when done on a modern microprocessing computer available to run multi-projector shows. When faces or the story line become dated, instant replacement is possible: simply go take a new 35 mm slide, get it developed, pop it in the show.

Union Mutual Life Insurance (Portland, Me.) has turned to multi-image to liven up hour-long employee awards ceremony. Pr staffer Debbra Johnson says communications challenge was to "recognize winners but also make the ceremony say something useful to the audience." 70 min. series of vignettes captured award winners in homes, offices, even recreational surroundings. Carefully scripted, scored piece "made people feel the company cared," she said -- a real motivator. Union Mutual has since given up renting and bought own unit. Dep't is finding growing demands for its showstopping programs.

COMPUTER ADDS PRECISION
TO MEDIA RELATIONS PROGRAMS;
IDEAL FOR MULTI-BRANCH OPERATION

Computer technology can maximize the effectiveness of news releases, according to Pat Harden, vp corp comms, Imperial Corp of America (San Diego), a savings & loan holding company. It can also

prepare credible reports to management on media projects.

She is programming a mini-computer with media lists for each of Imperial's 90 branch offices. Computer keeps tabs on media contacts, prints mailing labels, records how many actually use material. Also tells which media do not use pictures or tapes, circulation or audience statistics, number of times a branch mgr. initiates or responds to a contact.

Computerization will help monitor success of new training program, which aims to "increase Imperial's visibility in the press" by teaching branch management media relations techniques. Program is modest, Harden told pr, compared to potential of computers to "customize" media lists -- to give editor's preferences for length & subject, whether a paper will accept occasional features, whether a certain editor or news director regards company favorably, etc. Mini can be shared with other dep'ts for cost savings.

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. Top honors for 2nd yr to Univ. S. Cor. J-students at PRSA SE District Conf, for U.S. Metric Board campaign: Richard White, Frances Marxsen, Pamela

Souders, Tony Caradona, Daisy Cate, & Sam Bruce...Morris L. Hite, chmn & pres, Tracy-Locke (Dallas) receives Horatio Alger Award.

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PUBLICATION THAT FOCUSES ON NEEDS OF AUDIENCES --
NOT PUBLISHER -- WINS MORE SUPPORT FOR ORGANIZATION;
RAISES MORE FUNDS, TOO

In the battle for winning public consent a publication can make the difference. It can compete successfully with newsstand pieces & growing amount of mail for scarce commodity -- reader's time. And, if the publisher is a nonprofit org'n, piece can help raise funds. That's the success story behind Hospital of St. Raphael which launched a consumer-oriented magazine, Better Health, last winter.

9 x 12 glossy black & white grew out of a readership survey on the old internal/external magazine. Poll showed outside audience wanted more generic health articles, less emphasis on activities or issues related to St. Raphael's. Forward-looking hospital mgmt felt "a need to educate the medical consumer," pub info mgr Kelly Anthony told pr. So pr dep't accepted challenge of launching magazine that could compete in graphics & writing to other "coffee table publications," says Paul Taylor, magazine ed. & dir cmt'y svcs & pub aftrs.

To hurdle prohibitive publishing costs, editors solicited advertising. Idea has proved attractive: magazine is mailed to 53,000 friends of hospital & New Haven residents. Revenue covers costs of bi-monthly 40 pager. Front cover carries circulation price of \$1.00 even tho most receive it for free -- to give readers "idea of the value of what they're receiving." Better Health is available outside community at fee because "hospital couldn't afford to give away unlimited copies." Already have a couple dozen subscribers, Taylor says, & consultants estimate piece will become moneymaker within 5 yrs.

PUBLICATION OBJECTIVES

1. Health educator
2. Marketing & pr tool
3. Fundraising vehicle
4. Advertising revenue producer

Editorial slant takes high road. In many articles, only tie-in to St. Raphael's is small outline identifying writer as employee. Folded in is 8-pg version of Caring, former external magazine. It carries news specific to hospital, but no ads. Rationale for division is that "advertisers weren't eager to print alongside certain materials such as deceased employees," which hospital felt should be reported somewhere. Different color, weight stock make Caring a "handy place to turn for hospital news if you want it, easy to skip if you don't," Taylor told pr.

Graphic specialists, occasional freelance writers have been good investment, he says. "Advertisers want to buy space in something that looks good and reads well." Donors apparently feel similarly. In 8 months since Better Health has hit mailboxes, number of small gifts to St. Raphael's doubled. "Better Health's contribution to St. Raphael's public image is undeniable," Taylor says.

Budget constraints prevent readership survey in near future, Taylor says. But vigorous reader feedback -- 2 pgs of letters to editor in recent issue -- indicates magazine is being read. Another hospital feedback mechanism, "Tel Med," -- telephone tape recordings on over 40 health subjects -- helps public relations staff monitor public's changing health interests and plug this data into magazine planning. (For copy, send \$1 to Better Health, Hospital of St. Raphael, 1450 Chapel Street, New Haven, CT 06511.)

PUB AFRS LINKS PROFESSIONALS
WITH NEW CEO;
COUNSELORS SECTION CHANGES NAME

"Public affairs is providing a new opportunity for professionalism," says Edie Fraser, pres. of Fraser/Assocs (D.C.). "It's a quick way to identify with top management." Prime factor behind

the opportunity: today's "external" CEO. He now spends 30-50% of his time on public affairs activities (see last week's prr). Organizations are becoming "extremely politicized" political columnist Kevin Phillips told practitioners attending PRSA's Counselors Section meeting in Sarasota Springs, Fla. However, he expressed skepticism about the public relations practitioner's ability to meet the "issue challenge."

In roundtable discussion, counselors said it is a disservice to public relations to label issues management "new." "We've been doing it for years under a different name" was prevailing sentiment. Most agreed with counselor Barriè Jones (Stamford, Conn.) that an issue can't be "managed" -- you can only decide how to respond to it.

Counselors say they are seeing more action on the grassroots level. Explains Robert Moore, emerging issues coord for The Conference Board: "Our society is shifting from a representative society to a participative one." One indication, he notes, is the greater amounts of money being contributed to special interest groups rather than political parties. Phillips referred to increasing pressure for state initiatives and referenda.

On a national level, issues have become a D.C. growth industry, says John Adams, pres. of his own D.C. firm. During last decade, 400 corporations opened Wash. offices. 1800 trade assn's are now located there, far outstripping NYC (1200) and Chi. (700). Adams sees an opportunity for regional & local public relations firms: help companies improve their approach to the public policy decisionmaking process. He also advises companies to take fewer positions on fewer issues.

Issues Climate "The national mood will remain one of pessimism, anxiety and stress," foresees Laurence D. Wiseman, vp, Yankelovich, Skelly & White (NYC). Besides escapism, peoples' response to stress has been to blame institutions and look for "the easy fix." Worse, he notes, there's decreasing willingness to sacrifice easy conveniences for the sake of solving social problems.

On somewhat more positive note, Wiseman told counselors public is accepting new approaches to regulation -- despite continued hostility to business. In health and safety matters, for example, they believe in informed risk: deciding themselves about how to balance risks and benefits.

New name for Counselors Section was announced -- Counselors Academy of PRSA. Academy has record high of 843 members.

ADVICE FOR PR FIRMS
IN INFLATIONARY TIMES:
ELIMINATE FIXED FEES, CONTROL COSTS

Profit target should be 25% of income before taxes, Mitch Kozikowski, pres, Creamer Dickson Basford (NYC) told counselors. Management should be aware of the "principle of lagging costs" and emphasize continued increases in staff productivity -- encourage them to do more things concurrently. The goal: \$100,000 annual billings per staff professional.

"Be coldly realistic about your finances," advises Lee Nestor, vp, Lewis & Gilman (Phila.). Charge 3.2, 3.5, maybe 4 times hourly salary costs -- not the traditional 3 times. He advises against charging on a fixed fee basis. On special projects, prebill 50% of costs. Another way to help cash flow: offer 2% discount on bills paid within 10 days; charge 10% annual interest on bills unpaid beyond 30 days.

Farley Manning, who retired last month from Manning Selvage & Lee, considers no charging system as "really fair to both client & counselor." However, he believes hourly rates are needed to track accomplishments. To compute the average hourly rate divide straight annual salaries by 620 hrs. Both Manning and Nestor emphasize the importance of keeping time records. Otto Lerbinger (Boston University) says time management is the single most important management skill. According to Lerbinger, schemes like the use of day planners should be supplemented with work flow charts which visibly show the beginning and completion dates of all client projects. Program Evaluation Review Techniques (PERT) and Critical Path Methods (CPM) can be used to plan and control intricate projects.

Some counseling offices are turning to word processing and mini-computers to save time & costs. Robert Lunn, vp Fraser/Assocs, explained how word processing replaced two secretaries and added greater speed and accuracy to operations. He recommends a 5-yr lease/purchase contract. Charles Schnake, who heads his own firm (Tulsa, Okla.), advises talking with an independent consultant before choosing a system.

Average cost of benefits packages in American industry is now 36.9% of payroll, according to Bernard Braverman, of Becker Company. His advice: identify volatile, high-cost items, replace with others. For today's cash-oriented employee, thrift, savings & dental plans have strong appeal.

HONEYWELL GIVES MANPOWER;
RETIREEES FILL VOLUNTEER GAP
AS WOMEN RETURN TO WORKFORCE

Honeywell (Mpls.) is giving new meaning to the term "corporate philanthropy." With the pool of volunteer workers dwindling nationwide, it's giving manpower. Company benefits, too -- by helping valued public, retirees, stay in mainstream.

According to Karen Bachman, mgr corp pr, Honeywell surveyed its 3,000 retirees in Twin City area and found about one-third interested in volunteering. Company donated office space & expense money. It then launched task force of retirees to match peers with opportunities at local agencies. "Retirees are a marvelous community resource," Bachman told prr. "And they're helping fill the gap left by housewives as they've migrated to paid careers."

Close to 200 retirees are involved in the one-year-old program. Participants range from former vp's to assembly workers. They work throughout the community in hospitals, schools, nursing homes. Honeywell is offering brochure on program to organizations wishing to launch similar effort. (For copy write Bachman at Honeywell, Honeywell Plaza, Minneapolis 55408.)