

HERE'S ANOTHER TIME MANAGEMENT SCHEME:
YOU'VE HEARD IT BEFORE, BUT ARE YOU DOING IT?

Personnel consultant Frank Schmidt, Dunhill of Encino (Calif.), suggests this checklist to make the most

of your time:

1. Write down your job objectives & goals. Be as specific as you can.
2. Next, make an inventory of activities. Write down the percentage of each day you spend on each activity.
3. Assess the contribution each activity makes to each objective from 0-3.
4. Analyze the payoff. For example, if you spend 20% of your time on correspondence & the telephone, but this contributes 0 to your job objective, cut back on the amount of time. Delegate tasks.

If you spend 5% of your day on planning, but it would contribute 95% to goals, slot as much time as you can.

Schmidt notes it's easy to spend the day doing routine familiar tasks. But it's the "new and untried, and therefore unfamiliar...which often contributes most to managerial objectives."

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. PRSA-NY Chap - 1980-81:

President: Theodore Baron (Baron/O'Brien Comms)

Pres-Elect: Jerry Danzig (Chester Burger, Inc.)

Vice-Pres: Anne Warner (Lenox Hill Hospital)

Treas: Howard Levine (Bobst Library-NY University)

Sec'y: Joel Strasser (Hill & Knowlton)

NEW FIRMS. Louis V. Priebe forms new firm at 1750 Pennsylvania Ave., N.W., Ste.1303, Wash. D.C. 20006; 703/569-0946...Mark Gordon & Melissa Lande form Chacma, Inc. 56 Pierrepont St., Brooklyn Heights, NY 11201; 212/237-0482...James Mungovan & Bonnie Stenson form Telesis, 807 W. Newport, Chicago 60657; 312/327-5956...Sally Jackson opens own firm at 224 Clarendon St. (Ste.61), Boston 02116; 617/247-1055...Philip Dorf opens own firm at 518 Fifth Ave., NYC 10036; 212/921-5846...Alan Isacson opens A.B. Isacson Assocs at 80 Fifth Ave., (Ste.703) NYC 10011; 212/243-3737...Barry Jones & Elaine Goldman form Jones Goldman & Co. at 105 Old Long Ridge Rd., Stamford, Ct. 06903; 203/329-1437.

FIRM CHANGES. Stan Tait & Assocs firm reorganized into new company, Tait, McMullen & Assocs, 325 John Knox Rd., Ste.F214, Tallahassee 32303; 904/386-1983...Bradford-La Riviere, Inc. & Doucet / Paul & Assocs merge to form Bradford-LaRiviere, Inc., hdqtrs at 709 Lapeer Ave., Saginaw, Mich. 48607; 517/754-2453, Charles Paul, pr dir... Michael James Allan Co. moves to 2021 Third Ave., Seattle 98121; 206/624-6500 ...Creamer Dickson Basford forms new Eleanor Lambert Division, 1633 Broadway, Paramount Plaza, NYC 10019; 212/887-8010, with Eleanor Lambert as sr vice pres of CDB/NY...Towers, Perrin, Forster & Crosby opens 25th office at 800 Sixth Ave., S.W., Ste.465, Calgary, Alberta T2P 3G3; 403/269-4813...Bozell & Jacobs opens office at 2440 Embarcadero Way, Palo Alto, Calif. 94303; 415/856-9000, with George Bugbee as mgr...Wills, Pennington & Assocs restructured to form Pennington Assocs, 3509 Haworth Drive, Raleigh, N.C. 27609; 919/781-2223, with Wayne Pennington, pres & owner.

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FRASER/ASSOCS PREPARES AWARD-WINNING REPORT FOR COMMERCE DEP'T,
PROXMIRE GIVES IT GOLDEN FLEECE;
DO POLITICIANS REALLY UNDERSTAND PUBLIC RELATIONSHIPS?

Government exists only by the people's mandate. So cultivating good public relationships should be a priority. Yet, when the Dep't of Commerce, which had been criticized by business & press for its pub afrs office, sought help from D.C. firm Fraser/Assocs, it drew poison ink & the Golden Fleece Award from Sen. William Proxmire (D-Wis.).

Each month Proxmire gives the fleece to "the biggest, most ironic and most ridiculous example of wasteful public spending." Actually, Fraser/Assocs presented July's winner with extensively researched, thoughtful 324 pg. report for \$9800. Even Proxmire calls it "thoroughly detailed." Bob Lunn, Fraser vp, acknowledges price made DOC project "almost a public service." Company pres. "wanted to assist a gov't agency in putting together an effective public afrs program that would be respected by anyone in America." Also admits "we thought we could get information more easily than we could."

"What did the public relations firm recommend?" Proxmire's release queries. "Surprise -- more public relations!.... If these recommendations are adopted we will see a burgeoning of public relations from the Department of Commerce, which could rival the selling of the Pentagon and bring back the grey flannel suit." Senator estimates additional staffing & programs will cost "tens of millions." Release ends bemoaning unrealistic hope DOC "will emphasize its substantive programs instead of hiring an army of public relations flaks."

Beyond bias, release is a document of misunderstanding. It indicts DOC for choosing Fraser "without competitive bidding," when there are more than 250 counselors in D.C. yellow pages. It implies pub afrs is little more than "creating a fresh, dynamic image." So, who wrote this release? "We don't discuss that, it's Senator Proxmire's release," legislative asst. told pr reporter.

DOC's Sec'y places high priority on improving agency's public relations efforts, says Proxmire. Lunn sees this as crucial. "Government must learn to communicate with the

AS THE HOUSE SEES IT

"Federal programs have been expanded into virtually every facet of human endeavor and their administration has been greatly decentralized to the community level. There is, therefore, an even greater need to relate these programs to individual citizens and groups through efficient, skilled, non-partisan public information specialists. Otherwise it will be difficult for many Americans to benefit fully from the programs created and funded by the Federal Government."

-- House Committee on Gov't
Operations on Admin. of
Freedom of Information Act

American people in a less negative, less bureaucratic manner." Dept's challenge is to reawaken "competitive ability of American industry in the world," states firm's report. With falling productivity and shaken confidence in industry, this is also a "people problem." "Trade awareness needs to be promoted to the public in a way they can understand," says Lunn.

Report is noteworthy for efforts to educate as well as provide comprehensive, specific recommendations. Discusses major pub afrs operations in business & gov't, provides org'l charts. Theory is included. "We wanted to show the trends in public affairs & public relations & give an idea of where the fields are heading over the next decade."

Among its recommendations is appointment of Asst. Sec'y for Pub Afrs (or Comms) who would be "a counselor to the Secretary and have a direct reporting relationship" (their emphasis). Other key proposals: new pub afrs ofcra appointed to support 10 regional sec'y reps; regular reporting system for all pio heads; more psa's; new pub afrs manual; reaching out to experts in academia; improving relationships with Capitol Hill press sec'ys & admin. assts.

So far fleece hasn't caused Fraser/Assocs any problems, Lunn says. D.C. papers haven't picked up. But DOC may become "gun-shy. They'll probably put the recommendations on a back burner until they feel things have calmed down."

AD PRO DEFINES PUBLIC RELATIONS, SEES PRACTITIONERS AS RENAISSANCE MEN; BUT COPY STILL SLICK

Does the distinction between public relations & allied disciplines of advertising & marketing blur in "full service" agencies? Probably -- for outsiders who

perceive a "communications" firm. But for these allied "communicators" working side by side, the experience clarifies differences. So reports Ed Shapson, assoc. dpr at Spiro & Assocs. (Phila.) after seeing how his firm's ad group promoted company public relations capabilities.

Shapson, who's accredited in public relations, says he was "understandably nervous" when he heard ad was being written by non-public relations pros. "If so many practitioners cannot describe the meaning of public relations in today's business world, how could an advertising copywriter handle the assignment?" Sr vp & creative director tackled assignment "darn well."

Ad is headlined "HYPE." in large, bold letters. Copy draws line between press agency, making "a whole lot of something out of a whole lot of nothing" and public relations, defined a la Webster's. Coup de grace is description of practitioner, "part sociologist, political scientist, mediator, behaviorist, counsel and communicator."

On debit side, pres. of full service firm sees public relations as "key resource in a total communications environment," according to copy. Emphasis on communications can confuse. But ad's real weakness is slick turns of phrases, unsuited to non-hype pitch. Could it be that only public relations pros understand how to build credibility? (For copy of ad appearing in July '80 Philadelphia Magazine, write Shapson, Spiro & Assocs., 100 South Broad St., Philadelphia 19110, or prr.)

SHIFT IN EMPHASIS FROM EARNINGS PER SHARE SEEN BY EXECES IN STUDY FOR FASB

Earnings per share, be-all & end-all of financial reporting, is no longer favored by 71% of execs & financial officers surveyed by Lou Harris. They say "shift in emphasis would be a positive development."

Only 29% expect it to happen soon, however.

Execs would emphasize cash flow, return on investment, changes in financial position, source of earnings and effects of inflation over "bottom-line earnings per share," Harris said. Execs also picked important publics (see box).

Findings will guide Financial Accounting Standards Board in setting new standards for financial reporting. Over 86% feel there is "a great deal of need" for such standards. Harris says "While there is a certain amount of skepticism about just how rapidly change will take place, there is decisive evidence that change is deeply desired as the order of the new day ahead."

Two-thirds of respondents would give "the needs of users of financial information first priority."

"It means that the interaction of the performance of a corporation with the world outside management and stockholders has now taken priority over traditional stewardship accountability," Harris concludes. Interestingly, CEOs were the sole exception to the reader-oriented sentiment.

REVOLUTIONARY COMPUTER SYSTEM PREDICTS MEDIA APPETITE: ACCURACY SOON CLOSE TO 95%

Revolutionary computer system, able to predict whether individual news releases will be printed or pitched by media, has been developed by PR Data Systems (Wilton, Ct.). Also provides in-depth

profiles of individual publications, groups of media, & assessments of subject & photo preference.

"We've been doing press clipping analysis for 15 years," Bill Wubbenhorst, exec vp, told prr. For 30-90 days computer tracks media reactions to user-organization releases. Results are integrated into common data bank. Then clients can begin to target releases, initially with 50-60% accuracy, 95% within yr., company estimates.

Computer can predict "media appetite for a particular company, or for a particular subject a company wants covered," Wubbenhorst says. Clients can request breakdowns on positive & negative media coverage for future reference. "Media locator feature" lists publications that should be added to a client's distribution lists while flagging those that should be removed, says Jack Schoonover, pres.

Company's initial client list includes AT&T, American Express, BF Goodrich. System will be available to others by end of year.

MOST IMPORTANT FINANCIAL PUBLICS

<u>Group</u>	<u>% Identifying As Important Public</u>
Institutional investors	87%
Potential institutional investors	79%
Security analysts	75%
Investment bankers & underwriters	74%
Present individual investors	72%
Internal company planners & analysts	63%
The SEC	62%
Bank loan dep'ts	62%
Potential individual investors	61%

Rated below 50% are: 1) suppliers, 2) media, 3) academics, 4) other federal agencies & congress, 5) labor unions, 6) economists & 7) state and local gov't agencies.