

WANT TO IMPROVE MAILING RESULTS?  
USE COLORED OR TEXTURED STOCK,  
SURVEY OF SEVERAL MAILINGS SHOWS

Colored or textured paper stocks can significantly increase responses to direct mail. Study of business-to-business, business-to-consumer & fund-raising mailings showed gains

as high as 46% over use of conventional white paper. Additional sales or donations per each dollar spent on better paper stock may range into the hundreds of dollars, according to Intermarket, independent market researchers (Dayton, O.).

3M (St. Paul) tested a grey vellum cover stock for business reply cards in mailing offering free booklet. Control group used card printed on white index. Balance of package (letter & mailing envelope) was identical. Results: colored stock pulled 19.42% more replies. Extrapolated to cover company's total mailing list and normal rate of conversion to sales, colored stock could be expected to bring in \$272,070 in net income!

Miami Univ. (Ohio) tested white textured paper in parents' club fund-raiser. Complete package used this stock. Control group used typical white offset. Results: 13.1% more returns, 3.3% larger average donations. For each additional dollar spent for textured paper, university receives return on investment of \$8.74.

Paramount Int'l Coin (Englewood, O.), direct marketer, tested self-mailer on yellow textured stock against one on white coated paper. White group was printed 2 colors, yellow group had brown ink only. Yellow brought in 46.25% more replies... which would have netted \$25,440 (after deducting cost of more expensive paper) had whole mailing been on yellow. (Complete reports on each test available from P.O. Box 225, Dayton 45401.)

USEFUL PUBLICATIONS FOR PROFESSIONALS

¶Organizations or counseling firms representing foreign interests should read statement of assoc. dep. atty gen. Keuch before Senate Judiciary Subcommittee. Excellent review of Foreign Agents Registration Act, with historical perspective, court cases, detailed description of enforcement activities, definitions. (Write pr for copy.)

¶3rd ed. of Contacts in Consumerism illustrates changes occurring in consumer movement since '75, when volume first appeared. Previous editions included mainly Washington sources. New one adds emphasis to grassroots listings. Sections on federal gov't, state-county-local gov't, corporate consumer affairs reps, industry & trade ass'n reps, better business bureaus, media, publications. New chapters provide names of action line reporters & other consumer journalists, trade ass'n complaint-handling mechanisms. "Not an encyclopedia of consumer info but a guide to discovering that info" says publisher. Index, 624 pgs, \$25 from Fraser Assocs, 1800 K St., Wash. DC 20006.

WHO'S WHO IN PUBLIC RELATIONS

DIED. Philip J. Corbett, 53, pr ofcr, Army Materiel & Machine Center (Mass) since 1965.

FIRMS. Charles Harris will retire Sept. 1 from Bell Canada & join with Douglas Heal -- both former nat'l pres's

of CPRS -- to form Harris Heal Ltd., 33 Harbor Sq., Ste. 1609, Toronto, Ontario M5J 2G2; 416/361-1923...Danna Henderson & Milton Toppino form PR Professional Assocs, 2003 Carlisle, N.E., Albuquerque, N.M. 87110; 301/776-5164... BBDM Adv. (Chi) adds new pr dep't with Gary Schmitz, dpr.

# pr reporter

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GROWING SOPHISTICATION IN PUBLIC RELATIONS & POLITICAL CLOUT EVIDENT AS AMERICAN LEGION CONVENTION ATTRACTS NATIONWIDE PUBLICITY;  
STAFF EMPLOYS COUNSEL, FILMS, FEEDS FOR INTERNAL, PUBLIC AUDIENCES

What organization has the clout to get 3 presidential candidates to appear on successive days at its annual convention? With 2.7 million members and 1 million in its auxiliary, it's the American Legion -- which met in Boston last week. Following closely on the Republican & Democratic conventions, event takes on the character of a "mini-political convention." Because defense is again a top political issue, Legionnaires enhanced their image as a patriotic organization through long-standing identification with this subject. More press passes than ever, over 400, were issued -- including 2 to the NYTimes.

Advance planning by nat'l public relations office in Indianapolis and Washington office helped produce this publicity bonanza. Fred Woodress, nat'l public relations dir., visited Boston early in the year to get an overview of the media scene. He conferred with Lou Carter and Jack Agnew (Agnew, Carter, McCarthy) -- on the strength that they were accredited PRSA members, Woodress told pr. One of their suggestions was to have tv & radio feeds for interested broadcast stations throughout the nation, including Ted Turner's Atlanta network. Masscasting Corp. (Boston) was hired for this task.

On the advice of Richard Weiner (NYC), Woodress held a press backgrounder two days before the convention started and a press conference the day before. He also held a press luncheon a month earlier hosted by William Detweiler, chairman of the Legion's National Public Relations Division.

Another first for the Legion is the filming of a 12-min documentary showing what a convention is like. Prepared by Bostonia Film Productions, it will be distributed to the Legion's 16,000 posts. Film follows Nat'l Cmdr. Frank I. Hamilton, a lawyer from Greensburg, Ind., as he leaves his small town, arrives at Logan airport, meets the presidential candidates and attends

The American Legion Magazine is further evidence of group's reach. Monthly, it has access to 10 million readers, generally conservative editorial policy. Circulation compares favorably with respected general or special interest magazines:

|                            |                  |
|----------------------------|------------------|
| The Star                   | 3,000,000        |
| Newsweek                   | 2,900,000        |
| <u>The American Legion</u> | <u>2,790,000</u> |
| Cosmopolitan               | 2,730,000        |
| Consumer Reports           | 2,300,000        |
| Sports Illustrated         | 2,275,000        |
| US News & World Report     | 2,050,000        |
| People                     | 2,000,000        |
| V.F.W. Magazine            | 1,800,000        |
| The Elks Magazine          | 1,600,000        |
| The Rotarian               | 463,000          |

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various functions. Befitting an organization with the motto "For God and Country," one of these events is a memorial service at historic Trinity Church. Film's objective is to encourage attendance at national conventions. This one attracted over 20,000.

Indicating a rise in public relations awareness was a 4-hr seminar for state & post public relations people. It was conducted by a Boston Univ. team consisting of Otto Lerbinger, Albert Sullivan & Cynthia Lang.

STATE-OF-ART COMPANY APPLIES PUBLIC RELATIONS  
SAME WAY, SETS AVANT GARDE ROLE FOR FUNCTION  
...BUT IT TIES DIRECTLY TO BOTTOM LINE

Technology for Energy Corp. (W. Knoxville, Tenn.) is an instructional & consulting firm for the energy industry. It offers such

services as human factors engineering for operators of nuclear plants. CEO Bert Ackerman outlined company's public relations philosophy for Volunteer Chapter PRSA:

1. Learn how to utilize the information explosion.
2. Make mgmt & workers the implementers of pr activity.
3. Thus, role of pr dep't is to sensitize, counsel on what to do & how.

Making practitioners teacher-counselors does not mean lessening of importance but increases role. It does mean organizations can't have national staff only, Ackerman feels. Local professionals must report to local managers as well. But TEC's eye is on the bottom line -- and he feels that is way to evaluate public relations. "Take your organization's goals or charter and relate pr to each -- including counseling & implementation tasks," he suggests. To prove point, he lists TEC's charter. Each item has a substantial public relations component:

1. Manage assets & resources for profit (marketing, sales role of pr).
2. Serve customers effectively (trade relations, consumer feedback, perception).
3. Provide professionally challenging & satisfying environment for employees (internal relations & communications).
4. Be a good corporate citizen (social responsibility).

Of related interest: As consultant during Three Mile Island crisis, Ackerman learned the hard way that all info passed back & forth by investigating team -- even by phone -- was public data under Public Information Act. He heard his voice on local radio while driving back from the airport. He was describing with colleagues & TMI execs some maneuvers they were considering to achieve cold shut-down. "Weigh your every word today," Ackerman warns.

LAWYERS URGED TO EXPAND SCOPE OF COUNSEL  
BEYOND LEGALITIES, INCLUDE SOCIAL RESPONSIBILITY

Practitioners may face direct competition (or improved cooperation) from lawyers if

Bar Assn members heed prompting of SEC Chairman Harold Williams. He urges lawyers to serve as "counselors," not merely legal "technicians" -- and to include subjects

beyond scope of law. His terminology closely parallels professional development exhortations by PRSA & other organizations serving public relations.

He sees the lawyer as social responsibility advisor: "Lawyers must adjust their concept of their professional obligations to match society's evolving conception of the responsibilities of the institutions which the corporate bar serves, the rights impacted by such institutions, and the needs of the larger society."

"A counsel does a disservice when he limits his advice to whether the law forbids particular acts." Lawyers should share with clients their "view of the possible ramifications of the various alternatives" to the short and long-term interest of the organization and its field.

Lawyers should feel an obligation to ask management -- or, "if necessary," the board of directors -- if they are "aware that the corporation is embarked on a course of conduct which, while arguably lawful, may be questionable and is of such significance that the corporation's interests -- not limited to legal liability -- may be materially affected," Williams told Amer Bar Assn convention.

SURVEY FINDS MULTI-TV APPEARANCES IN SAME MARKET  
UNREALISTIC HOPE, LEAD TIME AN OVERLOOKED FACTOR;  
MANAGEMENT SPOKESPERSONS LEAST POPULAR BY FAR

Don't expect several tv talk show appearances in one market. Two is tops, suggests study by Botsford Ketchum (San Francisco).

Firm interviewed 52 producers of important regional, local talk & interview programs in top 26 Nielsen markets. 21% asked for exclusivity; another 33% require appearance on their show first.

Don't expect numerous brand mentions, either. 40% "rarely" allow them at all. 58% "sometimes" do but topic is a major concern of producers. Types of spokespersons preferred are experts unaffiliated with the organization; and celebrities. Management representatives rated very low, except on a few issue-oriented shows. Topics most popular are homemaking and current events. Self-improvement, medicine, family economics, celebrity interviews, non-fiction author interviews & community events followed. Unpopular subjects include "overly commercial" presentations, politics, fashion, beauty.

Asked for tips to guide media tour planners, responding producers suggested:

1. Provide complete, concise advance info on guests & topics.
2. Give availability dates as far in advance as possible.
3. Make sure spokespersons have good visuals.
4. Be up-front about sponsor & product.
5. Follow up with producer before scheduled date to confirm agreement.
6. Do not allow spokesperson to be overly commercial.

Bob Kenney told pr lead time is often overlooked factor in success. 54% want 6-8 weeks, rest need at least 2-3 weeks. On same media tour with same spokesperson one year apart, he increased appearances by one-third, as well as quality of shows, by giving 9-10 wk. lead as opposed to 4-5 wks. "The less topical or interesting the subject, the more need to emphasize lead time."