

tion to pay. Manufacturers with annual sales over \$100 million are moving toward sharing salary information: 45% telling particular job grade; 38% revealing salary range for particular job. Findings also show salary issues are more open to discussion with top execs and middle managers than with lower level employees. Medium size companies communicate salary information more openly than larger ones. Employee curiosity about where they & their group stand in relation to others is the most difficult issue.

NEW MONTHLY NEWSLETTER CONCENTRATES
ON PRACTICAL COMMUNICATIONS ADVICE;
DON BAGIN PUBLISHES "COMMUNICATIONS BRIEFING"

Created to provide a monthly source of practical advice and ideas on every phase of communicating, Communications Briefing has made its debut. Don Bagin, publisher, says the goal of the newsletter is "to bring executives and their staffs better ways to communicate in every situation." Subscription promo cites study findings that between 15 - 30% of all correspondence in business and government is written to clarify previous correspondence. This shows "many people fail to write with clarity and precision and have trouble presenting ideas and persuading others." (Subscriptions are \$48/yr from P.O. Box 857, Glassboro, NJ 08028.)

7-person staff is based around Glassboro State College comms dep't. Bagin is current pres. of NSPRA. Charter issue contains these useful items:

The 12 most persuasive words. Yale University researchers say the 12 most persuasive words are: discovery, easy, guarantee, health, love, money, new, proven, results, safety, save, and you.

Indent those paragraphs. Although many secretarial schools are still teaching block style, research shows that indented paragraphs are easier to read.

WHO'S WHO IN PUBLIC RELATIONS

PRESIDENT. Newton Lamson, Donley Communications (NY).

VICE PRESIDENTS. Frank Holler, sr vp, Bozell & Jacobs (NY)...Suzanne Hayat, Jay DeBow & Partners (NY)...Douglass Barnes, D.F. King & Co. (NY); Jeffrey Kingan (Chi)...Temi Sacks, vp & ass't acct grp supvr, & Murray Rubenstein, Lobsenz-Stevens (NY)...James Lichtenberg, sr vp, & Craig Tomkinson, Hill and Knowlton (NY)...Richard Rotman, sr vp -- admin, Harshe-Rotman & Druck (Chi).

PEOPLE. Ronald Weber becomes vp & mpa Crocker Bank (SF)...TRW Info Svcs Div (Orange, Calif) names Delia Fernandes dpa...Frank Wright & Assocs (W. Palm Beach, Fla) appoints Russell Turner & W. Ware Lynch associates...Herb Hadad becomes mgr-edit svcs Con Edison (NYC).

INA Corp (Phila) names John Lyons dir-edit svcs...Robert Hunter becomes exec press sec'y & pio, Prince George's County Gov't (Upper Marlboro, Md).

Heard at a So. Carolina seminar:

"Bad news doesn't improve with age."

-- Lois Duke
pub info/comty rels ofcr
US Army (Fort Jackson)

FIRMS. Marnie Brennan joins husband Thomas' firm newly named Brennan & Brennan Public Relations, 1577 C St, Anchorage 99501; 907/276-1397.

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MANAGEMENT CONSULTANTS DISCOVER OPPORTUNITIES IN PUBLIC RELATIONS;
HAY ASSOCIATES, WORLD'S LARGEST, ADDS 35 PEOPLE IN 3½ YEARS,
OFFERS SOPHISTICATED INTERNAL & EXTERNAL PROGRAMMING

Hay Associates, the world's largest management consulting firm known widely for its Hay Chart (exec compensation evaluation) is now doing public relations consulting. Plan began 3½ years ago with the hiring of Leonard Zimmerman, nat'l dir of comms (Phila). "Initially we hired pr people who were able to do complementary work to Hay's human resource business. Last year we made the decision to go into total communications -- internal, external, anything dealing with communications."

Zimmerman says growth has been tremendous. Starting with zero they now have 35 public relations employees in US. This year they went heavily into hiring people with a lot of experience: Jack Maddigan (Pittsburgh); Jim Haynes (Dallas); Glenn Canary (L.A.); Bruce Pennington (NY); Don Jones (Washington); Joe Kopec (Chi); Edgar Grimm (NY); Bill Tigue (SF); Paul Sanchez (Sunbelt); Frank Donlon (Central US); Don Rountree (Atlanta); Linda Roberts (SF); Betty Barnett (Houston); Dale Chrisman (Houston); Mike Barrett (Canada).

"We're a little different from most firms. Most go to the client and ask what they want to say and then tell them how to say it. We're involved in doing that but also working with the company and coming up with what they should be saying," Zimmerman asserts. "We're in the consulting business. We consult with them on what they ought to do in order to meet the company's bottom-line objectives and communication objectives."

Hay's communications umbrella is heavy on research and planning. The company's large research unit assists with "information flow analysis," climate surveys, audience research. Under that umbrella is a vast array of employee & management communications programs. They are very involved in high technology communications with video annual reports, cable tv & teleconferencing. They did Emhart's annual report to stockholders by teleconferencing (see prr 8/11/80). "We've made a big commitment to communications," Zimmerman says. "It's probably one of the most successful things Hay has ever done."

Hay Associates is the second management consulting firm that has moved into the public relations field. Towers, Perrin, Forster & Crosby, a management consulting firm specializing in pension & group insurance, branched into internal communications in 1952. Specialties include assisting management with employee benefits, salary administration, actuarial services, executive compensation & marketing consulting. Their 28 offices throughout the US employ 65 pr professionals with Roy Foltz (NY) & Richard Coffin (SF) heading the communications practice.

ZAP FOLLOWS ZIP:
NEW POSTAL SERVICE RULES
TROUBLE FOR BUSINESS OFFICES

The US Postal Service has a new way of doing things and you & your office may suffer because of it.
 First: new delivery rules as of 10/1/81 state, "policy requires mail to be delivered only to the address shown immediately preceding the city, state & ZIP code." Including both street address and box number in addresses is no longer helpful since only the one appearing above the city & state will be used by mail sorters.

What does this mean? Either you
 1) contact everyone that does, may and ever will write to you and inform them how to address your letters or
 2) install a mail box at the office even tho you use a post office box, to assure mail delivery no matter how those writing to you address their envelopes.

Second: now scorned is the placing of a return address on the reverse side of the envelope. Postal policy does not require mail sorters to flip over a letter searching for return address. Unless it appears on the front, the mail may never come back to you.

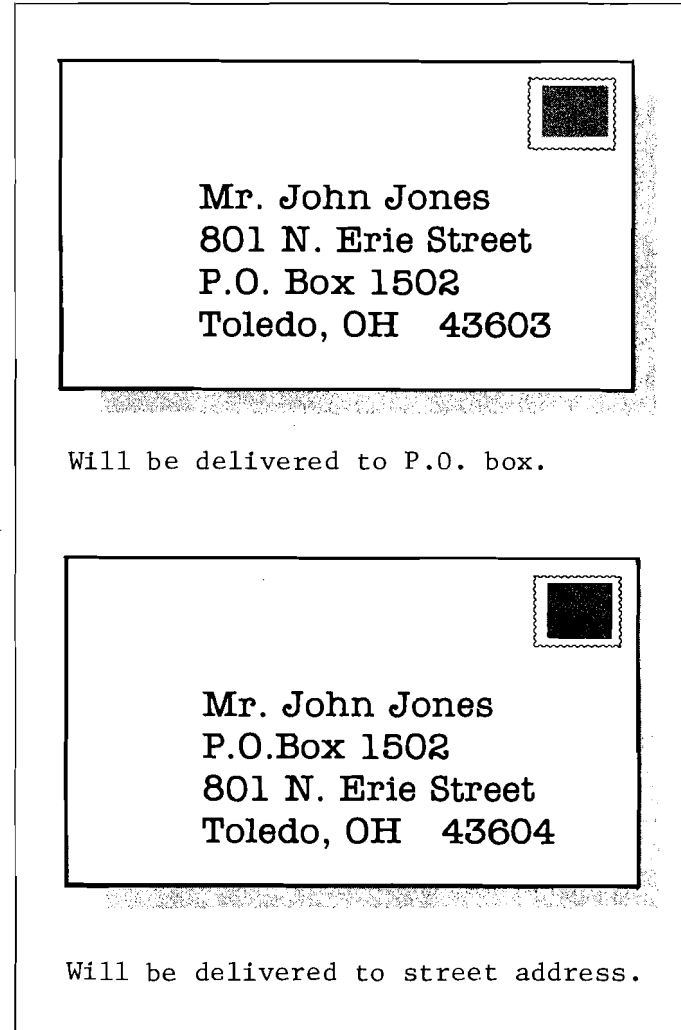
Third: postal customers are also ZAPped when forwarding mail. The one year expiration on forwarding addresses now applies even to P.O. boxes. After a year, forget it. So -- keep mailing lists clean or some of your postage budget will go into the rubbish.

Other recent changes all mail users should by now be aware of include elimination of small size envelopes & need for green "teeth" on large size 1st class envelopes. With the ZIP + 4 update of mailing lists being done by many, perhaps an additional update on correct way of handling addresses may be necessary as well.

FILMS, A PR TOOL, OFFER BETTER ATTENTION & ACTION THAN ADS, SAYS STUDY

Sponsored films get maximum attentiveness & action out of public groups, as opposed to tv or print advertising, finds research by Walter J. Klein Co. (Charlotte). "Uninterrupted watching of sponsored films is in dramatic contrast to tv audiences who are notorious for talking, leaving for food, answering phones and performing other distracting duties during tv shows, and particularly during tv commercials."

Claiming to be the largest research project ever mounted in history of sponsored films, 30,000 audiences are being asked to respond to films directly after viewing.



So far, 96% say they got more out of watching the sponsored film than they could out of print or tv commercials. 75% felt that the film motivated the group into some action. 91% welcomed additional information on the film subject.

MANAGING YOUR BOSS: SOCIAL RELATIONSHIP IS NECESSARY BECAUSE...

... to perform as a consultant, which all pr pros must be, "requires an understanding of the decision-maker's approach to life & his or her philosophy of business," finds Frederic Seidner, xvp, The Public Relations Board (Chi). You must know the "mind" of the CEO as well as the organization & its products, services & issues. He continues:

"Our most successful client relationships have endured for many years because we spend non-office hours in phone-free situations at dinner, the theater, on airplanes, in each other's homes, fishing or golfing and the like where a better insight and understanding of the CEO's thought processes -- as well as the counselor's -- can be achieved. The function of public relations and the importance and content of counseling differs from company to company because of the differences in personalities, lifestyles, mind-sets of the CEO. Two companies, even in the same business, are likely to differ more in management style which is directed from the company's highest levels, than in the products and services the offer."

WHAT'S HAPPENING: ITEMS OF CONCERN TO PROFESSIONALS

¶The irony of anti-pr campaigns & statements is that they are promoted by standard pr techniques, writes Don Thompson in his new monthly column in Communicator, San Diego biz mag. And usually pr professionals will be doing the promoting. The reason, he believes, is identity: people don't know what public relations is or what its practitioners do. This difference between "product" and "process" is lucidly put forth in his first offering (copies from prr). PRSA's Lesly Report made similar points a year ago but little has been done about it so far. Thompson retired from N.W. Ayer (NY) in '77 and is now sr assoc, Berkman & Daniels (San Diego).

¶Careful use of humor can create intense result. Seat belt poster in London reads "Drivers, belt the wife and kids and keep them safe." Numerous complaints to police verbalized fear that poster could lead to wife & child abuse, AP reports. When using humor, pretest and assess risks. In this case, were complaints bad or in fact helpful in achieving awareness, making message memorable?

¶This year's annual report may need this year's annual report checklist. Doremus & Co's 7th issue of the Checklist includes SEC reporting requirements & significant accounting policies, as well as recommended material for inclusion in the interest of full disclosure. In the face of FASB changes, updating of guidelines on disclosure is necessary. (For free copy write Ann Schaffer, Doremus & Co, 120 Broadway, NY 10271.)

¶Information on salary issues & administration processes are becoming available to employees as past close-mouthed attitudes are dropped, finds survey by Hewitt Associates (Lincolnshire, Ill). Focus is on individual performance and its rela-