

publics." Specific functions of "public affairs specialists" include:

1. design, plan and direct or advise on the public affairs program in an agency, or organization within an agency;
2. develop and disseminate informational materials to the general public or specialized target groups within a domestic or foreign setting;
3. provide information of particular value and interest to agency employees;
4. establish and maintain effective working relationships with all media, both foreign and domestic, and develop and disseminate informational materials to pertinent publics through the media.

Responsibility for compliance with Freedom of Information Act or Privacy Act is found in only some public affairs positions. This function can be placed elsewhere.

Excluded from public affairs are positions that deal primarily with writing, editing, visual information, audio-visual, exhibits, photography, conducting training prgms or program analysis. Tho many of these duties are found in public affairs positions (particularly writing), when they don't require an in-depth understanding of communication methods & techniques they are excluded from the Public Affairs Series. However, research is not excluded as it was in the Tentative Standards released last year.

Contrary to expectations, a separate series for consumer affairs was not developed. It remains an integrated function of public affairs (pr 6/1). (Copy of Public Affairs Series GS-1035 from Supt of Documents, Wash DC 20402; Order # 006-000-01260-4, \$4.)

#### WHO'S WHO IN PUBLIC RELATIONS

**PEOPLE.** Public Service Satellite Consortium (DC) names Michelle Wesley to newly-created position of comms mgr... William Raines named corp rels dir, GAF Corp (NYC)...Chris Carlson joins Jay Rockey Public Relations (Seattle) ...Grace Richardson joins Chesebrough-Pond's (Greenwich, Ct.) as cons afrs dir...Revco D.S. (Twinsburg, Ohio) names Lee Goldman dpr...Atlanta Market Ctr (Georgia) names Sharyl Hess dpr.

Verne Hohl appointed dpr, Daniel Bitton & Assocs (Madison, Wis)...George Woodward Jr. named to newly-created position of gov't afrs field operations mgr, Miller Brewing Co. (Milwaukee)...Towers, Perrin, Forster & Crosby (Mpls) names Myra Kruger consultant...Northern Telecom (Ontario) promotes Richard Wertheim to ass't vp, investor rels, and appoints Nicholas Duloff mgr, fin'l comms.

**VICE PRESIDENTS.** Cathy Morley Foster, vp & acc't supvr, Berkhemer & Kline (L.A.)...Thomas Farley, sr vp & gen mgr, Aitkin-Kynett (Phila)...Peter Snyder & Muriel Kert, Dorf/MJH Public Relations (NYC)...Thomas Horan Jr., exec vp, Public Relations International (Houston)...Ellen Kovak, Mari Gold & Bruce Fabricant, exec vp's, Lobsenz-Stevens (NYC).

David Yount, exec vp, Ernest Wittenberg Assocs (DC)...Kurt Stocker, Hill and Knowlton (Denver)...Bryan Glaza, Daniel J. Edelman, Inc. (Chi)...Michael Fournell, exec vp for European operations, & John Nesheim, Regis McKenna Public Relations (Palo Alto, Calif).

Robert Threlkeld, exec vp, William Kostka & Assocs (Denver)...Elizabeth Hagen, Padilla & Speer (Mpls)...Bob Hines, Phillips-Ramsey (San Diego).

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#### PUBLIC AFFAIRS & MARKETING EUPHEMISMS INFECT HOSPITALS AS TREND TO SEMANTIC CHANGE ROLLS ON; BUT RESPONSIBILITIES ARE BROADENING ALSO

"PR's" lack of respect & understanding by the public and a perceived need for an all-encompassing job title are cited by hospital practitioners for instituting a change to public affairs. "When you say pr there's always kind of a tinny sound of a cheap bugle," David Estridge, vp-pa, Children's Hosp (Boston) said after his pr to pa title change last month. "I don't think public relations is ever going to be viewed by the public, or by the particular audiences we have to deal with, in even a neutral way."

"You can't escape the fact that pr carries a stigma with it. We all feel that stigma from time to time," says Tony Lloyd, now dpa, Beth Israel Hosp (Boston). "When there are headlines using 'pr' interchangeably with 'lie,' after a while you begin to think that's one stereotype you're not going to turn around." Both Estridge & Lloyd took the lead in their hospitals' new terminology, which is being repeated in other parts of the country.

Some go even further. "My title is vp marketing," notes Ken Trester, St. Joseph Hospital (Flint, Mich), & pres, Academy of Hosp PR. "Before that, I was director of public affairs," a title he used for 10 yrs. "We just created the marketing dep't. Pub rels -- here we call it community rels -- is part of it. We're trying to have a product-oriented comms program as opposed to an image-oriented one. So we're focusing on developing the marketing program; that'll include a good pub rels program but will be broader in scope." Some people resent the "selling & promoting" ramification of pr, he finds, and think hospitals shouldn't do that.

The goal is a title that will umbrella all activities. As described by Estridge, this includes gov't relations, health information, trustee relations, physician relations & marketing evaluation.

Lloyd says of Beth Israel, "The dep't started out as a traditional pr dep't but became a division. We acquired media svcs, medical photography & photojournalism. And

"It corresponds to the rest of the corporate world. I consider hospitals the corporate world. Some changed their name to community affairs or community relations & public affairs to get away from the public relations terminology. That has happened all over the country in various communities for one reason or another. People just try to hide what it really is. I don't think they're really public affairs dep'ts any more than most public relations dep'ts are. I think they're just using another term. We use public relations. I insisted. I still think it's the umbrella term."

-- Judith Bogart, vp-pr  
Jewish Hosp of Cincinnati &  
pres-elect, PRSA

we started a video production center which is a regular tv studio, and that's part of the division. Volunteer svcs reports to pr. Where in the beginning it was half a dozen people issuing press releases, putting out a medical magazine & internal publication, it's now much larger and involved in other things."

Trend or quirk? "I think trend is an accurate word," Lloyd told prr. "I wouldn't call it a tidal wave but it does seem that hospitals are going to public affairs as corporations are trending towards communications."

¶Another example: Clearinghouse for Corporate Social Responsibility (DC), pioneering insurance industry arm fostering community projects, company contributions, social investments & volunteerism, is becoming the Center for Corporate Public Involvement. Motivation is to expand private sector leadership in addressing social needs to companies outside the industry. Real change is from "responsibility" to "involvement," consistent with business' response to gov't demands that it fund programs being cut from public agencies.

CATHOLIC CHURCH TO SET UP ULTIMATE ALTERNATIVE TO NEWS MEDIA: NATIONAL SATELLITE/CABLE NETWORK

Every Roman Catholic diocese, parish, rectory, classroom & college in America -- and ultimately every Catholic home -- will be linked by a television network to be established in Sep-

tember '82. Catholic Telecommunications Network of America, Inc, will be a for-profit entity, but stock will be held exclusively by US Catholic Conference. Commercial revenue will be sought. "We are on the edge of a communications revolution in the Catholic church in America," notes Bishop Louis Gelineau (Providence), appointed chrm of the network's board.

Nat'l Conf of Bishops believes: "With deregulation of the broadcast industry and the mass purchasing power the Electronic Church has applied to the broadcast medium, both tv and radio, the (Catholic) church is being effectively shut out of over-the-air broadcasting. The satellite transmission service provides viable alternatives to commercial broadcasting through a delivery system plugged into emerging local cable networks."

2 practitioners are among 17 persons named to the board: Joan Bernet, dir of comms, Archdiocese of St. Paul & Mpls; & Brian Wallin, dir dev'l/pr, St. Joseph Hosp (Providence). Richard Hirsch, USCC sec'y for comms, will be an advisor.

COUNSELORS CHARGE AVERAGE OF \$78/HR NATIONWIDE SURVEY FINDS

Average hourly rates now charged by US public relations counseling firms range from \$78 for officers to \$35 for jr ae's, when straight

time is billed. Rates are slightly higher when a combination of fee + time is charged.

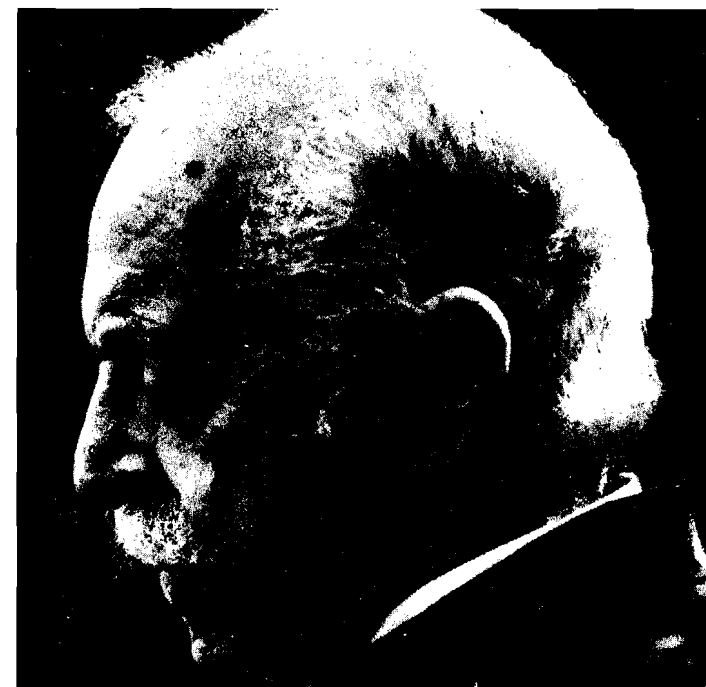
Data is from a nationwide study by PRSA's Counselors Academy. Charges for billable support services are reported as \$19 for clerk-typists, \$24 for word processer operators, \$30 for bookkeepers. No Canadian data is available because the postal strike was in process when the survey was made.

Counseling charges vary by region. For firm principals charging straight time the variation is: Northeast, \$84 average hourly rate; NYC, \$97; South, \$69; Midwest, \$69; Mountain States, \$70; Pacific, \$74. At the other extreme, jr ae's, there is little variation -- from \$33 in the South to \$36 in the Mountain States.

Salaries reported tabulate closely with prr's Annual Survey of the Profession. Base wages for officers average \$47,127 across the nation, for principals \$57,123. We found median salary for top level practitioners in counseling firms to be \$50,000, up \$5,625 from '80. Survey was conducted by Bob Lowry (Lowry & Partners, San Francisco), chrm of the Academy's Firm Mgmt Cmte. Complete study, restricted to members, provides a profile of current financial practices of firms.

... "IF WE WILL": ELB AT 90

At his 90th birthday bash at Boston's Harvard Club last week, Edward L. Bernays received another signal honor -- the President's Award of the British Institute of Public Relations. He has previously received PRSA's Gold Anvil, IPRA's President's Award & too many others to count. 300 attenders, from the world-renowned to students, interacted with Ed in a combination of banter & awe, as had 2200 professionals & students at the PRSA/PRSSA conference in Chicago 10 days earlier. When he responded to their accolades, the grand master of the profession made familiar -- tho still profound -- points which have been quoted often in these pages. Hearing them again from a man with 62 yrs of active practice, 3 overriding themes come thru:



1. True public relations professionals can't retire. Living so close to the excitement of issues & people ties one to the human condition in an unbreakable bond. One merely switches from an employer or firm to working for mankind. And it keeps you young: Bernays' doctor recently told him his physical age is about 63.

2. Repetition is the most important technique. Make your point, iterate, re-iterate -- but learn how to do it as Bernays does, without becoming a bore. This is required for new ideas, he explains, because of "cultural time lag." Many of his key concepts were first enunciated in the Twenties. Had he let them drop, they would not today be the guiding principles of public relations.

3. Reading & research are the keys. "There are today over 15,000 items in the public relations bibliography to learn from ... if we will," he told the PRSA conference.

FINAL FEDERAL JOB DESCRIPTION FOR PUBLIC AFFAIRS (FORMERLY PUBLIC INFO) EMPHASIZES COUNSELING ROLE; CONSUMER AFFAIRS IS NOT A SEPARATE CATEGORY

US govt's new job classification manual describes public affairs as concerned with "advising management on the formulation & articulation of agency policy and designing, executing & evaluating the information programs that communicate agency policies, programs & actions to various pertinent