

Other registrants -- on a list where public relations is surpassing legal & other representation in numbers of contracts -- are: Braun & Co. (L.A.) for Saudi Arabian Ministry of Info, Bertram Behrens (NYC) for Shannon Free Airport Development Co. (Ireland), Cook, Ruef, Spann & Weiser (Columbia, S.C.) for Saudi Arabian Ministry of Foreign Affrs, Brenner, Romm & Karetny (Phila) for Christian League of Southern Africa.

ITEMS OF INTEREST TO PROFESSIONALS

¶Checklist of 129 stockholder concerns for '81 is available from Georgeson & Co. Issues which may be raised in annual meetings cover 26 topics related to financial reporting, 9 for financial policy, 11 for gov't relations, 9 for community relations, 5 on general public affairs, 16 on directorship policies, 15 on corporate governance, 12 on proxies & voting, 6 on dividend policy, 6 on annual report/meeting, 6 on business mgmt, 7 on human resources. (Wall St. Plaza, NYC 10005.)

¶Doremus & Co's annual Checklist for Annual Reports is ready. 6th edition includes recent amendments to SEC reporting requirements & accounting policies, suggestions for full disclosure. Ideal production timetable postulates 18 weeks to get out an annual report. (Jan McLane at 120 Broadway, NYC 10271.)

¶Sears Merchandise Group subsidiary drops "public relations" term to form newly integrated "national public affairs dep't." It combines gov't affairs into old operation. Gene Harmon is newly elected vp-pa succeeding Charles Harper, now vp-corp sec'y. Harmon has been personnel dir for Sears hq organization.

RESUME CHECKLIST FOR EMPLOYERS, JOB SEEKERS

TURN-ONS

1. Accurate, succinct descriptions of past jobs & responsibilities.
2. Action verbs: supervised, managed, reorganized, developed, coordinated. Buzz words that spark interest, show professionalism.
3. Cover letter -- your first writing test.
4. Management responsibilities spelled out: people, accounts, dollars.
5. The chronological approach -- because it's easier to read & follow.
6. Addenda -- for info that "might not sync with the rest of the resume, but shouldn't be omitted because it points out special accomplishments & skills."

TURN-OFFS

1. Resume photos.
2. Fancy printing suggesting mass-mailing.
3. Crammed, border-to-border information, no feel for graphics.
4. Underlining, too many capitalized words.
5. "Mystery employers"/unnamed companies.
6. Missing dates.
7. Functional resumes.

-- Lee Martin, group supvrs, Howard Sloan Assocs, recruiting firm, to NY-PRSA seminar

WHO'S WHO IN PUBLIC RELATIONS

Ronald Coulson, current chrm of bd, CPRS, leaves Trans Canada Telephone

System (Ottawa) to join Baker Lovich Ltd. (Calgary) effective May 11.

pr reporter

Vol.25 No.11  
March 16, 1981

The Weekly Newsletter of Public Relations,  
Public Affairs & Communication

603 / 778 - 0514

CASE UNITES FRAGMENTED EDUCATION COMMUNITY  
BY DEMONSTRATING ABILITY OF PUBLIC RELATIONS  
TO FACE PROBLEMS WITH FULL-BORE CAMPAIGNS

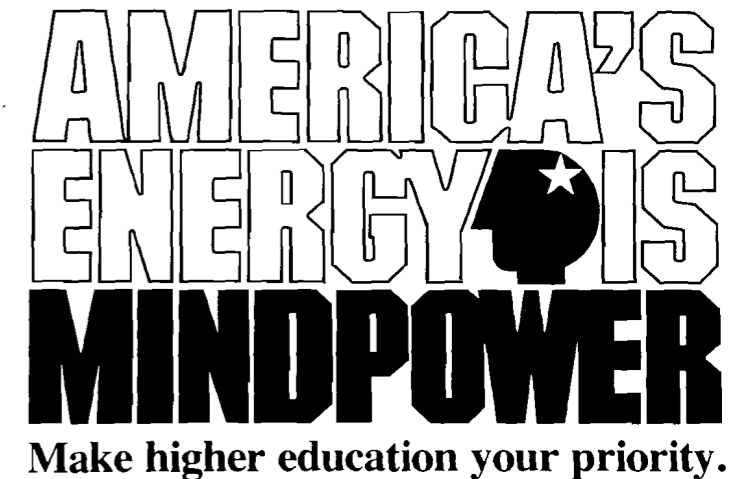
Showing how public relations societies can provide leadership to whole sections by demonstrating public relations strategies is one outcome of CASE's "Mindpower" project. (CASE = Council for Advancement & Support of Education. It is the professional org'n for all shades of public relations activity in higher ed.) Full-bore campaign is a coordinated counterattack on problems facing higher education. It employs basic public relations strategies to get to the source of the difficulties, declining public consent for colleges & universities.

Primary tactic is uniting 27 educational ass'ns as sponsors, getting endorsements from 3 others + U.S. Dep't of Educ + Exxon Educ'l Found. 1,000 colleges will use the theme and materials. Higher education is famed for its turf wars & truly academic disagreements but almost everyone is in on this one. CASE ass't vp Nancy Raley told prr only a few groups didn't respond.

"2-Step Flow" concept will be used. Target is reaching 10 million people via print and 50 million via broadcast. Then making direct contact with 100,000 opinion leaders. Exxon Found. shelled out \$50,000 in support, budget is \$255,000.

Focusing events will be Mindpower Day (July 16, to coincide with CASE nat'l conference) and Mindpower Week (Oct. 3-11, for local campaigns). Recognition for those who have made significant contributions to society thru higher education include the first national Jefferson Medal, which Pres. Reagan has been invited to present. As U.S. campaign winds down, CASE will carry same type of thrust across border kicking off Canadian "Mindpower" project in July 1982, CASE chrm Swede Johnson told prr.

Large promotion arsenal includes radio & tv psa's, posters, yearbooks, ads, first-quality campaign buttons, merchandise, photo essay contest, slide tapes, theme logos -- and a pack of playing cards with messages related to the Mindpower theme for use with various audiences including news media. All materials including a-v are suitable for personalization. No reason for non-education organizations not to take part, since the profession and all organizations represented by practitioners depend on university-educated personnel. Intriguing theme poster may be good way to start. (Request one from CASE, 11 Dupont Circle, Wash, D.C. 20036.)



USEFUL CASE STUDIES & STATEMENTS BY AUTHORITIES

¶Ammunition to sell skittish management on an open internal publications policy is available in Mar. 9 Wall Street Journal. Article on Sun Oil's "in-house gadfly," Robert Finucane, is case study of his uncensored column in Sun News, which "spoofs Sun's institutions and gently mocks its management." Everyone loves it, including CEO. Taste is the essential ingredient -- "satire without insult" as Dick Jackman, dir corp comms phrases it. Getting gossip & rumor out in the open remains the best way to kill it. Only person quoted as criticizing is Sun's sr vp - human resources! (Write prr for copy.)

¶Why & how the language of financial reporting is being revised is explained in a non-technical white paper by Reed Storey of Financial Accounting Standards Board. Urbane discourse belies usual accountant's style. Full of humor, literary references. Theme: "Most of us think we know an asset or liability when we see one. And, indeed, we do. The problem is in accounting, not in our basic perceptions. ...We have some definitions that have grown out of practice that do not meet the condition of being related to real world things and events...."

Also useful in explaining philosophy of accounting for non-accountants. ("Conditions Necessary for Developing a Conceptual Framework" from FASB, High Ridge Park, Stamford, Ct. 06905.)

¶1981 Bibliography of public relations books, texts, periodicals, guidebooks, directories is available from PRSA. 10-pg annual lists 200 entries by category for quick reference. Publishers & costs are noted. (Free; 845 3rd Ave., NYC 10022.)

¶Many organizations are considering dropping "costly" publications in today's uncertain economy. This can backfire by leaving gaps in coverage of important areas. Case in point: Transportation Ass'n of America (D.C.) decided to discontinue "Facts and Trends," biweekly news digest, & "What's Happening in Transportation," periodical statistical study.

Now with gov't budget cuts Civil Aeronautics Board and other transportation agencies are discontinuing their publications. Thus, a gap in transportation information will result, Vicki Hillegaff of TAA told prr.

¶Public attitudes toward charity & social services and communicating concerns to the new administration are discussed by 17 practitioners in the first publication of PRSA's newest section, Social Services. "Two Perspectives on Our Future" offers succinct comments from many viewpoints: "Very few social services organizations I know have enough expertise to run themselves, so the important thing when we talk about corporations -- even more important than money -- is getting the right corporate people to be on our boards" -- Don Payton, Salvation Army (Chi). "Community -- that's where it begins. And my big job is to sell our programs to the community. They're going to make more decisions than Washington, I think" -- Patricia Houck, Mental Health Board (Gallipolis, Ohio). (\$5 PRSA mbrs, \$10 others; Donna Erickson, PRSA Sections Coord, 845 3rd Ave, NYC 10022.)

ADVICE ON HOW TO RUN A HAPPY FIRM (OR STAFF) OFFERED BY RECRUITER AFTER SURVEY OF NYC EMPLOYEES

43 practitioners working at 22 NYC firms were interviewed by L.B. Hulack Consultants, a recruiting firm, primarily to determine advantages/disadvantages of life at large/small

firms. These fairly well balanced out, but produced this list of suggestions for running a happy firm (or staff) of any size:

1. Eliminate the "crisis atmosphere" at internal meetings. Urgency is one thing; panic is quite different. Staffers at both large & small firms reported the "we're in trouble" tone of most meetings.
2. Begin internal meetings on a positive note -- what the staffer is doing right for a client. Then direct the meeting calmly toward the problem areas. "It's always what's wrong, never what's right" stated one respondent.
3. Periodically, call a meeting solely to congratulate a staffer or account group on a job well done. Do it publicly as well. The internal awards pioneered by Carl Byoir & Associates should be emulated. Their writing & "Cee Bee" (like Silver Anvil) contests culminate in a yrly awards presentation & cocktail party. Effect: employee motivation, public recognition of individual achievements, exposure of first-rate ideas.
4. If an employee is worth keeping, he or she is worth keeping happy. From time to time, call in valued employees and ask them to voice their dissatisfactions. Ventilation is calming & cleansing. The converse is equally true for supervisors: an employee you feel is not worth keeping happy, is not worth keeping.
5. Establish a clear-cut review process, inform employees how it works, then stick to the procedures. Responses suggest firms set up review programs, fail to adhere to them.
6. There is nothing more demoralizing than having the head of the firm side with an unreasonable client against a staffer. Resist this, whenever possible side with your employee and lend your support. Alan Bell, now vice chairman, Manning Selvage & Lee, won the admiration of his account staff at Bell & Stanton some years ago when he told a hot-tempered client: "If you wish to shout at someone around here, save it for me. Please don't shout at my people." The client was chastened and remained for many years.

A TECHNOLOGICAL BREAKTHRU 50 YEARS LATE

National print ad campaigns will be mechanically easier. Newspapers now have a standard ad size unit, after decades of wrangling. "Nobody's going to tell me what my column width ought to be" has been traditional cry of publishers. System is backed by Amer Newspaper Publishers Ass'n -- but is voluntary. 8 of 10 ad execs in recent survey said lack of unity in formats adds to costs, drives ads away from papers. Standard Advertising Unit system consists of 25 ad sizes acceptable by all participating papers including 16 that fit tabloids.

In Canada, newspapers have become outmoded, an investment counselor who studied the industry told a royal commission. People don't learn anything more from papers than from television except trivia, he said.

NEWSOME "FALLS INTO" THE OIL, ISN'T COMPLAINING; BUT DO PEOPLE KNOW OAPEC FROM OPEC?

Among 5 public relations contracts reported under Foreign Agents Registration Act last week was Newsome & Co's relationship with Organization of Arab Petroleum Exporting Countries (Kuwait).

Pres. Peter Osgood told prr firm will conduct a national communications audit, looking at overall information needs in the U.S. One item of research: is OAPEC confused with OPEC? "This is like a more elite OPEC," he says, involving only Arab nations, primarily the Gulf States. From his visit last fall, he reports Kuwait "like the Caribbean." Newsome has foreign investors as clients and "kind of fell into this job."