

CABLE TV: WIDE-OPEN FREEBIE;  
4042 CABLE SYSTEMS LOOKING FOR PROGRAMS,  
FEW FCC RULES

"Cable tv time is to public relations and advertising what the land rush of 1800s was to real estate. Get to know new kid on the block," advised Walter

J. Pfister Jr., Pfister Communications to PRSA's Counselors Academy Annual Conference -- Scottsdale.

How to get on cable:

1. Approach cable producers; offer guests, existing films, shot-to-order news or features.
2. Check needs of cable systems, produce made-to-order programs.
3. Buy satellite time. 60% of cable systems pick up from satellite; some networks distribute that way.
4. Obtain free public access time on local cable for local story.
5. Give story to local cable system; some are bound by franchise to do local informational program.
6. Remember Ted Turner's Cable News Network.
7. Buy a cable system or two, like Young & Rubicam.

The advantages to cable are many: issue programming is allowed, there is no fairness doctrine, few FCC rules and even fewer editorial regulations. 4042 cable systems are looking for programs -- the owners are still just trying to fill channels.

Current drawbacks to cable are primarily a result of the relative youth of the industry. Audience measurement is still only a guesstimate; big cities like Chicago, Cleveland, D.C. are not cabled yet altho experts predict 35% of all homes will be cabled by 1985. A predominant portion of the audience watch during the daytime -- limiting program viewing to women at home, retirees, etc.

TV INTERVIEWEE BILL OF RIGHTS

You have the right to:

1. Know interview thrust in time to do research.
2. Know about how long interview will last.
3. Know names and roles of guests appearing with you.
4. Have public relations or other colleague present.
5. Make audio or video tape of interview or obtain complete one from station.
6. Be warned that material is being recorded.

7. Approve use of pre-discussion, advertising break, or after show chat.

8. Physical comfort: appropriate setting, chair, make-up; cooperation of director & floor manager.

9. Answer without constant interruptions ... if you are brief, to the point.

10. Accurate introduction.

11. Fair editing of basic intent & flavor of interview.

12. Get your points across -- not just answer questions obsequiously.

All rights not totally enforceable but attitudinal awareness helps.

-- Walter J. Pfister Jr., The Executive Television Workshop

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STUDY FINDS PUBLIC AFFAIRS PRACTICE UP 60% IN DECADE;  
PRSA STARTS NEW PUBLIC AFFAIRS SECTION,  
SIGNS 5 CABINET MEMBERS FOR WASHINGTON CONFERENCE

"The most complete & up-to-date body of data ever assembled on public affairs activities in American corporations" has found that 59% of companies practicing public affairs in 1980 were not doing so in 1970. One-third have undertaken pa work only since 1975, says the Public Affairs Research Group at Boston Univ's School of Mgmt. The study defined public affairs in its broadest sense as "corporate external relations." This includes community rels, gov't rels, corporate contributions, media rels, even stockholder & customer rels. The most important functions are community rels which 85% of respondents practice; and gov't rels in which 84% are involved. 71% include corporate contributions as part of public affairs. Other findings:

Asked whether their company has a system or makes an organized effort to "manage" issues "by changing company policies & behavior, communicating its position of various publics, participating in public policy formation, etc.," 65% say they do.

70% of respondents operate political action committees.

However, only 19% have board-level committees dealing specifically with external or public affairs issues. Of those who do, chief executive officers and outside directors are usually involved -- and most of the committees meet monthly.

Only 24% have internal committees dealing with public affairs. However, the CEO participates in half of these.

Lobbying at the federal & state levels, counseling mgmt and issue analysis & position development are the most important functions listed by respondents. Interestingly, pa dep'ts see their communications role as only moderately important. Among possible audiences, they list shareholders most important, with employees and public tied for second.

Asked what would make public affairs more effective, respondents listed additional staff first; "support & knowledgeable involvement of senior management (especially the CEO)" as their second priority. (Copies of Public Affairs Officers and Their Functions are \$30 from 212 Bay State Road, Boston 02215.)

Public Affairs, as defined by the new PRSA Public Affairs Section, is the public relations function in which an institution copes with the changing social & political environment, combining public policy issues & government relations.

The largest professional organization, PRSA, officially approved a new Public Affairs Section at its Assembly meeting in Dallas last week. Edie Fraser, who chaired the organizational committee, reported over 300 members -- including some new to PRSA. She expects 500 by year end. Some well known practitioners including Howard Chase & Jim Fox, both former presidents, have criticized PRSA for not emphasizing this area. (Info from Donna Erickson, 845 Third Ave, NYC 10022.)

Cabinet sec'y's Watt (Interior), Baldrige (Commerce), Donovan (Labor), Schweiker (Health & Human Svcs) & Lewis (Transportation) will all address PRSA's Washington Conference June 21-23. Chrm Ron Eisenberg reported to the Assembly that several other key capitol execs will also appear, including Lyn Nofziger, ass't to the pres for political afrs; Murray Weidenbaum, Council of Economic Advisors; Larry Speakes, deputy White House press sec'y; Elizabeth Dole, ass't to the pres for public liaison; Richard Allen, nat'l security advisor; Ann Gorsuch, administrator of EPA; and others.

It was rumored in Dallas -- but not confirmed -- that President Reagan will make an appearance. (Info from PRSA.)

WASHINGTON'S GUIDELINES ENDANGER FOI;  
REAGAN'S ADMINISTRATION CALLED  
"LESS OPEN THAN CARTER'S"

The policy to not have the atty. general's office defend gov't agencies brought to suit under the Freedom of Information Act was rescinded last week by U.S. Atty. Gen.

Smith. The move follows the current closed-door outlook of the new admin. in Washington. This action will "encourage bureaucratic secrecy which will result in coverups, bureaucratic bungling and improper conduct," says George Brand, chrm, Calif. Freedom of Information Committee.

Tonda Rush, staff attorney and dir. FOI svc ctr for the Reporter's Comte for Freedom of the Press, told prr, "If an agency now has any legal reason to withhold information the atty. general's office will defend them. This policy will cut back on public & press access and give carte blanche to agencies to look for legal ways out." Rush sees a 99% chance that the CIA will try to get itself exempted from the entire FOI act and an 80% chance the FBI will do the same.

Some members of the business community fear the Act's use in conducting industrial piracy. They want information submitted to agencies kept confidential. Rush says this will lead to many industries wanting to be exempt.

The atty. general's action "further cripples efforts by newsmen, scholars, researchers, lawyers and other citizens to obtain what should be public information," claims the American Society of Newspaper Editors.

UPDATE: MAILING RESULTS  
IMPROVE WITH USE OF  
COLORED/TEXTURED STOCK

Results continue to verify Intermarket's (Dayton) conclusions on value of colored or textured stock use in direct mailings.

Since reported in prr 8/25/80, the study of business-to-business, business-to-consumer & fund raising mailings now show a range of improvement from 7.41% to 142% with use. The independent market researchers claim, "It seems obvious that colored and/or textured paper frequently increases results and profits, enough to make paper stock a legitimate subject for testing." (See chart.)

Type of Stock	# Mailed	# Returns	% Return	% Improvement	ROI per each add'l \$ spent
<u>Questionnaire</u>					
White Index	1,211	388	32.04		
Blue Textured Cover	1,211	420	34.68	8.25	\$ 8.64
<u>Business Reply Card Response</u>					
White Index	9,834	96	.976		
Salmon Textured	9,834	87	.885	10.34	67.50
<u>Lead-Producing Mailing</u>					
White Offset/ Index	65,833	498	.756		
Ivory Textured/ Cover	9,797	92	.939	24.21	11.23
<u>Donation Envelope Response</u>					
White Wove	26,315	1,472	5.59		
Gold Textured	26,315	1,581	6.01	7.41	3.34
<u>Fund Raising Mail Response</u>					
White Offset	6,164	288	4.67		
White Textured	6,002	317	5.28	13.1	8.74
<u>Letter/Membership Form Response</u>					
White Offset/ Index	275	19	6.91		
Lime Offset/ Index	275	46	16.73	142.0	NA
<u>Self-Mailer Response</u>					
White Index	5,000	35	.70		
Orange Cover	5,000	44	.88	25.71	NA

Of related interest: Color matters more than size in attracting ad readership today reports research co. Starch INRA Hooper (Mamaroneck, N.Y.). 4-color ads get 41% higher readership compared to b/w. Half-page, 4-color ads achieve same readership as full page b/w. However, becoming obsolete is the 2-color ad -- attains 20% less readership than b/w.