

9-DIGIT ZIP GOES INTO EFFECT;
HAS POTENTIAL FOR SPEEDING DELIVERY
IF YOU UPDATE MAILING LISTS

Controversial 9-digit zip code goes into effect July 29. Attempts to withhold funding were defeated in the Senate 52-47. Move will permit Postal Service to make full use

of automation. In House testimony Postmaster Gen. Bolger says it is only way to hold costs down, improve delivery speed, avoid cuts in mail service.

Tho some reaction has been negative (pr 11/17/80) many businesses, including major publishing & mailing firms, are already gearing up to use it. Business mailers are prime target of the system, dubbed "ZIP plus 4" in a tactical move to show it is 1) nothing new, and 2) only requires adding 4 numerals to existing addresses.

Practitioners who use mails for releases, publications, fund raising appeals & similar may be able to speed delivery by using the 9 digits. As announced in Federal Register, system is completely voluntary now & in future -- but switch may be to your advantage.

In addition all printing from letterheads thru brochures and particularly postal reply cards & envelopes, should henceforth show all 9 digits, rather than present 5. Post office will notify businesses & p.o. box holders what their additional numerals are week of July 27. Householders will learn their numerals next spring.

GANNETT PROPOSES NATIONAL DAILY,
SEEKS RESPONSE TO PROTOTYPE EDITIONS

A national daily is in study by the largest newspaper chain. Advent of satellite technology makes the long-talked-about concept

possible. USA Today, currently in prototype form, could offer a new perspective on national issues.

Satellite transmission allows simultaneous printing each morning at many locations across country. Wall Street Journal, in effect a national paper, uses this technique. Proposer Gannett is positioning itself as "the nationwide information company."

Implementation raises questions of 1) changing reading habits of public, 2) further shrinking the media base. Newspapers in many nations, e.g. England & Western Europe, are and have been national. (For copy of prototype editions & opinion reply card write CEO Allen Neuharth, P.O. Box 500, Wash, D.C. 20044.)

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. Francis, Williams & Johnson Ltd (Calgary) names Jean Andryiszyn mpr replacing Jack Donoghue who retired Jan 30 but continues as part-time consultant. T.A.G. Watson (formerly dpr, Trimac Limited, Calgary) is sr pr consultant & Tom Donoghue is pr consultant.

Standard Oil (Chi) appoints Charles Craft dir, public & gov't afrs, South-western area...Mary Vrobel appointed mgr, corp news dep't, Ford Motor (Dearborn, Mich.).

REMINDER

It's not too late to contribute your insights & information to prr's 17th Annual Survey of the Profession. If you're still holding on to your questionnaire, please fill it out and send it along. If you've misplaced yours, write or call our office; another will be on its way to you that day.

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"NEW WORLD INFORMATION ORDER" MUST BE CONCERN OF PRACTITIONERS,
NOBEL WINNER SEAN MAC BRIDE TELLS CPRS-IPRA MEETING

Report of the Int'l Commission for the Study of Communication problems, adopted by UNESCO in October, raises 4 key issues for public relations:

1. "Beginning 30 years ago, the center of power in the world shifted from gov'ts to public opinion," says Commission chair Sean MacBride, Nobel & Lenin Peace Prize winner & founder of Amnesty Int'l. He told CPRS National Conference, held jointly with IPRA Council in Quebec City, that public opinion thruout world ended Vietnam War -- first time a conflict stopped before either side won. Another example: overthrow of Iran's Shah, despite secret police & full gov't control of media. "A small number of tapes produced by an ayatollah in a small house outside Paris were the counter-communications in this case."

2. "Communication is the key to the future. But industrialized nations control it," e.g. 90% of radio spectrum, notes Pierre Henquet of UNESCO. This disproportionate share makes communication policy "one of the most intractable areas of disagreement between East & West, North & South," reports Betty Zimmerman, Canadian member of the Commission. "Third World nations see freedom of the press as an illusion fostered by the big business that is media."

3. The true new information order is public relations, as much as journalism -- and the Report barely mentions it. Florian Sauvageau of Laval U. points out that Report finds journalists to be manipulators, not public relations practitioners. "Public relations means listening, journalists are talkers only," finds IPRA pres. Jacques Coup de Frejac. "Establishment of a new world information order must involve public relations professionals. Nothing will be done, or should be done, without them."

4. While new era of social rights, abolishment of censorship & other proposals in the Report deserve endorsement, some points may "serve to restrict, rather than enhance, the free flow of information between nations," feels Carroll Bateman, ex-IPRA & PRSA pres. Among these are implications that communicators must help gov'ts achieve their goals. "All points of view deserve to be heard in the marketplace of ideas, whether or not those ideas serve to advance the goals of the state."

Western media have attacked Report vociferously on this point. Also on its call for even a voluntary code of ethics for journalists. National News Council investi-

UNEXPECTED BARRIER TO
FREEDOM OF INFORMATION

Shortage of pulp for making paper may crimp printed communications. All predictions show this to be a major problem, MacBride emphasized to CPRS Conf. "Fantastic rise in use of paper," diminishing forests, are cause. Recycling & alternatives to wood pulp are possible solutions. Among latter are odd-sounding names to American ears, such as kenaf & bagasse.



gation found media violated their own rules of fairness to attack Report. Ex-CPRS pres. Ed Murray thinks "the Report needs a good pr campaign." MacBride merely wants debate to focus on the fact Report is "the most categorical statement yet of the public's right to obtain information; there has been nothing like it before." Report is available in book form under title Many Voices, One World.

UPDATES ON CURRENT PROFESSIONAL TOPICS

¶Phone polling is being seriously harmed in some areas by new barrage of sales operators masquerading as survey takers. Mag subscriptions, house siding & insulation are among products involved, according to reports received by prr. Typical approach: claiming to be surveying homeowners, caller asks whether or not house is insulated, probes for details. With data in hand, targeted sales pitch begins. Research firms reportedly adopt drastic measures to get responses: "this is a legitimate survey call. It is not a gimmick. You will not be asked to spend any money or buy anything."

¶There's a difference between "neighborhood" tv and "translators," Neighborhood TV (Phoenix) is arguing before FCC. Despite its name, company is interested in translators, not low-power neighborhood stations (pr 6/1). It has filed for 141 licenses to use the UHF relay or "rebroadcast" channels for country or "Americana" network. Programming will originate at KUSK (Prescott, Arizona). Chrm Bill Sauro told prr the licenses will be grantable in 6 mos if FCC agrees to distinguish between the two types, which are technologically similar. Allstate Insurance has an option to buy up to 80% of Neighborhood TV's stock -- but it is "just an investment," not an entry into broadcasting as reported earlier.

¶Scholar who broadened the purview of public relations almost beyond limit is dead. George Katona, a "behavioral economist," was among first to give comfort to practitioners' plea that economics is more a matter of attitudes than algebra. His studies showed that consumer expectations influence economic trends as much as supply & demand do.

¶IPRA has launched a worldwide "pr for pr" effort. John Sattler, Sattler International (Detroit) will chair with regional co-chairs. Jane Daniel, vp World Media Inst (Manitoba) will oversee the program in Canada. Jacques Coup de Frejac, IPRA pres, says program is result of unprecedented expansion of public relations everywhere. Goal is to educate & inform people of what we do in public relations, why we do it, and how it benefits people. 11 U.S. professional org's united last year to begin such an effort by publishing the Lesly Report (pr 11/24/80). IPRA now has 700 members from 59 countries, 130 in U.S.

¶Problem of functional illiteracy for public relations is revived by American Ass'n of Advertising Agencies program. Studies estimate 1 of 4 students nationwide has significant reading deficiencies. In large school systems up to half of students read below expectations. 20% of adults are said to be functionally illiterate, another 20% are marginal cases. Revised edition of "Reducing Functional Illiteracy: A National Guide To Facilities & Services" now lists over 1000 individuals & organizations offering literacy programs. The Written Word, newsletter "promoting communications in the field of functional illiteracy" is available with the directory from CONTACT Center at 402/464-0602. "Hard hitting" slide/tape presentation on problem is available from Paula Zielinski at 4-A headquarters, 212/682-2500.

AUTO INDUSTRY REACTS TO NEW ENVIRONMENT
GM Includes Public Relations In
Across Board Corporate Overhead Cuts

June 30th GM closed four regional public relations offices, is opening a new one in Jacksonville to serve Sunbelt operations. About 20 public relations positions, both professional and clerical, were cut, said William Quigley dpr field operations. Regional offices closed were small with one or two professionals plus secretarial help. Responsibilities were mainly media relations, pr counsel to area plants and sales offices, employee programs, spokesperson role to special groups.

In New England, regional manager Paul Wetzel chose to remain in the area over relocation with GM because "New England economy looks good to me." Territory will now be covered by Buffalo. Southfield, Mich.'s regional manager Chuck Oyerley opens new Jacksonville office, shares Sunbelt territory with Dallas & Atlanta. Southfield region added to Flint office. In San Francisco, regional manager Stan Maddox chose early retirement, territory added to Los Angeles. In Indianapolis, regional manager Sherri Perelli now heads Los Angeles office. Chicago picks up her former territory. Consolidated regions get more territory, no extra staff.

GM is giving divisions option of beefing up their own public relations activity; seven assembly plants already have full time professionals mainly for internal communications. Last year GM also cut about twenty spots Quigley confirmed -- mainly through attrition and early retirement but included was "Previews of Progress" program for schools staffed by entry level professionals. Total corporate public relations staff now about 200.

Ford Beefs Up Marketing & Sales Support

"We've just finished reorganizing the North American public relations department to strengthen product publicity, sales & marketing," Jerry Sloan, ass't dir corp info told prr. Plan creates new special markets department to help dealers target specific groups, e.g. women, youth. New position of technical & regulatory info mgr will publicize Ford's advanced engineering, e.g. small urban cars, engines getting 85 mpg, advanced styling. Also new is a special vehicle section with staff of 25 to give marketing support for racing, sales of performance parts. Existing staff diverted to serve new sections; Sloan unable to specify who lost personnel. He confirmed that divisions had been allocated additional public relations staff last year; status of small regional offices in Los Angeles, Chicago, Atlanta & Washington unchanged with emphasis on product publicity and marketing support. Total staff in North American public affairs division said to be about 200.

ADMINISTRATION'S "ONE CLEAR VOICE" MIRACLE DUE TO PR TECHNIQUES

Miracle of the Reagan administration's first 6 mos is not just success in enacting programs -- but unprecedented ability to get officialdom to put forth a coordinated message. Standard public relations techniques make this possible. White House Executive Briefing Book (pr 6/29) is the product of "participation in decision making," White House dpty dir comms Mike Baroody told prr.

Book was outcome of 14 Cabinet meetings during first 100 days. Group discussion & decision aided understanding and use of book by officials -- which is how the miracle was managed. David Gergen, now coordinator over press, communications & speeches, gets credit for preparation. (For copy write prr.)