

person, address, phone, time prgm televised, time pre-recorded, audience size, if syndicated, network, major interest of prgm and kinds of pr material desired. 47-pg directory is issued twice, at 6-month intervals. \$100 special introductory subscription price now available. (From Public Relations Plus, P.O. Box 327, Washington Depot, Ct. 06794)

¶Guide to Western Europe pr markets is Bacon's International Publicity Checker 1982. 500 new pub'ns added to this 8th edition, along with 41 new listings within the computers & automation classification. 675-pg directory lists 9,307 pub'ns plus more than 1,000 nat'l & regional newspapers in 15 Western European countries including UK. Each listing gives title, address, phone & telex numbers, frequency, circulation, editor's name, type of publicity material used. Additional features include how-to-use section, details on handling int'l publicity releases, language & translation requirements, address format samples, subject indexes, mailing info, postage, phone & telegram rates, and time zone differences. (\$130 from Bacon's, 332 So. Michigan Ave, Chi 60604 -- note new address)

¶Hudson's Washington News Media Contacts Directory, 15th edition, is a comprehensive guide to the DC press corps, divided into categories. 2,989 news outlets (bureaus, newspapers, news services, radio/tv, magazines, newsletters, syndicates) and 3,266 correspondents & editors are listed with addresses & phone numbers. Also includes assignment locator to find names of correspondents who have special beats; special subject index to locate specialized magazines, newsletters, info svcs, periodicals; list of freelance writers & photographic svcs; alphabetical index of pubns' titles. 288-pg directory costs \$75, includes 3 revisions. (From Hudson's Directory, 7315 Wisconsin Ave, #1200N, Bethesda, Md. 20814)

¶Long-time standard media guide, Bacon's Publicity Checker is available in its 30th edition. Over 37,000 media contacts for the US & Canada are listed in its 2 volumes. 432-pg Volume I lists 4,732 biz, trade, industrial, farm, consumer magazines & newsletters with name & address info and types of publicity desired. 576-pg Volume II lists 1,811 daily newspapers in US & Canada with mailing info & editors' names; 7,568 weekly newspapers; and 700+ weekly newspaper multiple publishers. New feature of Vol II is 12-pg section ranking top 100 ADI (Area of Dominant Influence) Markets & the daily newspapers serving them. \$110 price includes 3 revision supplements. (From Bacon's, 332 So. Michigan Ave, Chi 60604)

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. American Leprosy Missions (Bloomfield, NJ) appoints David Virtue comms dir...Parker Pen (Janesville, Wis) names Roger Axtell vp, corp pa...Alejandro Gallard-Prio joins Fraser Assocs (DC) as sr consultant, int'l div ...ITT Components Grp & ITT Cannon (Fountain Valley, Calif) names Mark Jorgensen dir pr & adv...Alec Shapiro becomes vp, Geltzer & Co. (NYC)...Linda Mills becomes vp & sr partner, Fleishman-Hillard (St. Louis)...Paul Kvederis joins Consolidation Coal (Pittsburgh) as mpr.

FIRMS. Anne Klein forms Anne Klein & Assocs, 310 Custer Court, Mt.Laurel, NJ 08054; 609/778-0380...Page Crosland forms Crosland Co, 203 South Union St, Alexandria, Va. 22314; 703/684-1550...Stryker Weiner Assocs move to 737 Bishop St, Ste. 2860, Honolulu 96813; 808/523-8802...Jay DeBow & Partners moves to 230 Park Ave, Ste. 1430, NYC 10169; 212/557-4800...West coast branch of Daniel J. Edelman, Inc. moves to 1925 Century Park East, Ste. 260, LA 90067; 213/553-1560.

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"ISSUES MANAGEMENT" CHARTS PATH AS SEPARATE OR COORDINATING ENTITY WITH FORMATION OF ISSUES MANAGEMENT ASS'N; CHASE, EWING ELECTED LEADERS

"Issues management," says Howard Chase -- who popularized the term -- is a process involving 1) issue identification, 2) issue analysis, 3) issue strategy options, 4) issue action programs, 5) evaluation of results. New Issues Management Ass'n has 104 members, held its first meeting recently, elected Chase chairman & Ray Ewing (dir of issues mgmt, Allstate Ins.) president.

Primary motivator for IMA is fact issues managers come from many disciplines, so no existing organization could encompass them even in a special section. Ewing says the field is staffed by long-range planners, lobbyists, lawyers, public affairs specialists, public policy analysts, economists, as well as public relations practitioners. "Most of the corporate issues managers I know are not eligible for membership in PRSA," he told pr.

Membership is open to individuals "who work in or contribute in a significant manner" to the field, from business, gov't, private institutions, academe. Dues are \$50. (Info from Ewing, Allstate Plaza North, F-3, Northbrook, Ill. 60062)

"I predict that by the end of this decade the leading 2,000 US corporations will have an issues management process. International corporations both here and abroad already are using it. Governmental and citizen organizations are discovering it. Happily, it will make a more human and rational world."

-- Howard Chase

"Issues management is not managerial black magic. It is simply the process by which an organization in a democracy attempts to manage its resources and efforts to participate in the public policy process -- the public forums -- to help develop solutions to major sociopolitical and economic issues/problems that face society."

-- Ray Ewing

HISTORICAL PERSPECTIVE VITAL IN MANAGING ANY ISSUE

Whether managing issues for an organization or a nation, historical perspective is essential. Kai Schoenhals, a historian expert on Central America, points out how easy it is to be counterproductive without it. For instance: official US policy in Latin America is to avoid the rise of communist governments. To do this, military & other aid is being given, and has been for years, to military or strongman regimes. They often override human rights, put down reforms and end up being dictatorships.



Schoenhals contends that history shows Marxist revolutions in this hemisphere do not occur within democratic societies, but only in response to intolerable dictatorships -- such as Batista in Cuba, Samozza in Nicaragua. By supporting strongman gov'ts the US thus abets the rise of communism -- exactly the opposite of its intention. To make things worse, the fact the US seems to fear democracies, on the premise they are usually leftist, destroys its credibility with almost everyone. This creates the spectacle of the first & major democratic nation opposing the democratic system in other countries.

LEARNING FROM JAPANESE GIANT HOW TO COMMUNICATE TO AVERAGE AMERICAN

When you're an international giant (sales \$8 billion) whipping bigger US companies in the market, at a time when people are uneasy about Japanese competition, how do you present yourself & your philosophy to Americans? "Honda in America," 20-page brochure prepared to give editors & opinion leaders a view of "what we stand for," uses several techniques with finesse.

- 1) Grey semi-coated stock gives a quiet, understated look. 2) Color photos are framed in white to look like snapshots the average family might take. 3) Heads & cutlines are in handwriting, adding another personal touch. 4) Theme photo uses symbols to show two countries' "mutual respect for one another's customs, achievements & cultures," as cutline explains. Picture is of a Japanese bonsai tree and an American Beauty rose framed in a window that looks out onto a line of modernistic skyscrapers. Symbols have great strength but are soft & unifying in this treatment.
- 5) Copy spotlights company's worldwide policy of citizenship in communities where it operates. 6) Also emphasized is record of investing in countries where it sells, e.g. new \$200 million US plant in Ohio. 7) Commonsense practices are related, such as using ships returning from delivering cars to import American goods to Japan. 8) Refers to employees as "associates," a part of the Japanese team concept. 9) Instead of stiff "acknowledgements" or "credits," box on last page reads "Thanks to...."

"For Honda, engineering is the means to an end. That is, it is more important to determine and anticipate the needs of customers and society -- even to pioneer technology to meet those needs -- than it is to offer products based on existing technology." (See prr 12/21/81.)

Materials from many large companies come across saying "look how big & powerful we are," intentionally or even when trying to communicate the opposite. Remarkably, booklet was created by staff in Japan, not by US counsel. (For copy write Honda, P.O. Box 50, Gardena, Calif. 90247)

1ST THINGS 1ST: HOW'S YOUR TELEPHONICS?

We beam messages via satellite. Our letters are stored in computers & gush out of word processors. Electronic mail is replacing the postman. But -- have you tried

to transfer a phone call to another extension lately? "If we get cut off, let me give you that number so you can dial it direct," says the somewhat helpful voice. So-called Centrex telephone systems may be a boon to their possessors, but are frequently bane to callers. More often than not you do get disconnected, end up paying for two calls to reach your party (who's probably out of the office, necessitating the same process another day).

Another problem with Centrex is it discourages operators from keeping track of a call once it's passed along to an extension. They leave you in limbo if there's no answer, so again you have to place a second call in order to even leave a message. Years of hardwork building good relations can be undone in seconds by bad telephonics.

Suggestions: 1) Whenever you're out of town, place some test calls to your number to see how such situations are handled. 2) Alert your spouse or other regular callers to keep you informed of their experiences. 3) Call your phone company to inquire about training courses for your employees.

3 DIFFERENT BUT PRACTICAL WAYS FOR CORPORATIONS TO AID NONPROFITS

Under the new ethic of business assumption of support for public services, the leading question seems to be how assistance can be rendered other than in dollar donations. Here are 3 specific proposals:

Transport is a big problem for many nonprofits, especially those serving the elderly or young families. Companies are in an ideal position to help. Many have motor pools, sometimes including busses or vans. Volunteers or spouses of employees can be enlisted as drivers. Idle cars fill parking lots all day. Corporations have the ability to get insurance coverage on an umbrella basis. Gov't is also cutting public transit budgets; many areas have none anyway -- so this form of assistance is critical. As unemployment & social service agencies close offices in economy move, clients are expected to travel farther to see them. Some companies use corporate aircraft to fly patients to special treatment centers.

Consulting services & materials were the contributions of Commercial Union Insurance to Quincy Crime Awareness Program. Massachusetts town enlisted gov't, business & citizen groups to mobilize against crime. Q-CAP features home security brochure distributed with local daily, residential security surveys, crime prevention seminars for retailers, school programs, neighborhood crime watch groups. Police dep't will administer. Beside community relations benefits, CU gains because program has potential to cut claims. Two agencies for CU also participated, another plus.

Job Training. Gov't is in untenable posture of cutting both unemployment insurance benefits and worker training or retraining programs. At the same time its economic policies result in record unemployment figures. Companies have staffs of trainers, often existing courses in which outsiders could be enrolled. Students can be told plainly they are getting training, not job opportunities. But, as side benefit, scarce talent such as secretaries may be located by this means.

Funding Fundraising. Rather than giving money for program, fund an agency's fundraising activities. Many organizations have extremely limited capacity in this area, require new personnel, training, recordkeeping systems & equipment. Public relations professionals can make a solid contribution to community organizations here.

ESSENTIAL DIRECTORIES FOR THE PUBLIC RELATIONS LIBRARY

¶First edition of Cable TV Publicity Outlets -- Nationwide lists 500+ programs on cable tv network & local cable systems. Listings include prgm name, host, contact