

"The story is told of the pr man and the pope who died and went to heaven the same day. St. Peter showed the pair their respective mansions.

"First the pope's. It was nice, sort of one-room seaside cottage look. The shutters needed a bit of paint. The sidewalk was a bit cracked. A rollaway bed in the corner, with an oil heater, but "nice." Next they walked to the pr man's mansion, next door. Why it was beautiful! Pillars out front, sidewalk paved in gold. A butler waiting at the door and more visible on the balcony. It was obvious there must be 35 rooms if there was one!

"Finally the pope said, 'St. Peter, I don't want to appear out of place, and I don't want you to think I'm not grateful for what I have, but why did he get that mansion and I got the little cottage?'"

"St. Peter said, 'Oh we got lots of popes up here. This is our first pr man.'"

Next week more jokes, more winners -- and some comments about attitudes of the profession toward kidding itself.

#### ITEMS PRACTITIONERS SHOULD KNOW ABOUT

¶Graffiti is a major public relations problem because it turns people away, leaves bad impression. Western Electric chemists have developed a gel which removes standard spray paints, marker inks, lipsticks, crayons & ballpoint pen inks from glass, metal & plastic surfaces. Does not work on porous material like stone or concrete, nor on painted surfaces since it removes paint. Inventors note it avoids environmental problems usually associated with products of this type. It is biodegradable, contains no petroleum products nor chlorinated hydrocarbons, won't kill grass or plants, is made from American-produced ingredients & is safe for workers using it. Developed for use on telephone booths, will be generally available from contract manufacturers. (More info from Dick Sanders at 212/669-2592.)

¶For the first time public relations made the main agenda at American Association of School Administrators conference last month. NSPRA pres. Don Bagin & exec dir John Wherry told a plenary session of the nation's school officials to think of public relations as "the practice of social responsibility. It requires substantive action in the public interest as well as communication." (See lead article in this issue.) They concluded education will get relief from its problems & claim its rightful place on the national agenda when it 1) improves internal relations, 2) establishes 2-way communication with all its publics, 3) learns to build coalitions, 4) speaks up in the court of public opinion.

¶1982 ed. of Questions at Stockholders Meeting is now available to prepare for questions you might face. 27-pg booklet covers current issues plus queries frequently raised in prior years. Special sections related to banking, transportation, insurance, oil & gas, public utilities, other industries. Economic environment, stockholder relations, earnings performance, social responsibility & internal control are among this year's topics. Specific accounting problems related to recession & new tax law are included. (Free from Deloitte Haskins & Sells, 1114 Ave of the Americas, NYC 10036)

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#### PUBLIC RESPONSIBILITY PROGRAMS CAN ACHIEVE MARKETING GOALS BUT "MACHO MANAGERS," CONFUSING MARKETING WITH SELLING ARE HURDLES: 3 CASE STUDIES SHOW PR IS MARKETING

Getting the jump on your competitors can be done best by public relations programs, argues counselor Paul Forbes (Wash, DC). Advantages in price, design or delivery are not likely today for any product or service. But an organization can be clearly differentiated by its social actions. Forbes pioneered this approach while a corporate dpr and shared three case studies with a Marketing Week audience at American Univ's Kogod School of Business:

1. At Giant Foods, "a public relations move became the essence of the corporate competitive strategy." Then-small local supermarkets were up against the huge national chains & needed a competitive advantage. Forbes found it in 1970 in the beef boycotts of the emerging consumer movement. In what was considered by businessmen an outrageous act, he persuaded Giant to hire Esther Peterson, the first Special Ass't to the President for Consumer Affairs -- and give her free rein (including the right to publicly criticize the company).

"Here was an opportunity to market something priceless -- trustworthiness." Peterson organized consumer advisory boards, got Giant to adopt a consumer philosophy, constantly told the public what the company was doing. At one point, when beef prices soared, Giant took full page ads advising against buying beef. "The public was enchanted. Here was a company acting contrary to its economic self-interest." Or so it seemed. In fact, Giant became the hero of the consuming public, and now dominates its marketing area.

2. Giant had acted similarly in working with Washington's large black community. Forbes walked the streets around their inner city stores, learned

#### HISTORY REPEATING ITSELF?

Forbes sees business & certain nonprofits trying to use Reaganomics purely for self-interest, e.g. avoiding regulation. But the public -- and the President -- expect '81 tax cuts to yield solutions to urban decay, joblessness, crime, et al. If this doesn't happen, he predicts a new wave of anti-business attitudes with "significant implications for the bottom line." The Business Environment Risk Index predicts widespread urban riots in the summer of '83, as an example. Current issue of Public Relations Review is devoted to preventing violence, features a Forbes article recounting case histories. (\$5 from 7338 Baltimore Blvd, College Park, Md. 20740)

about black needs. He set up neighborhood advisory panels, stocked ethnic foods, hired black managers & staff, actively supported community organizations. Store sights were beautified with contracts for landscaping & maintenance going to community agencies. Result: in the '68 riots, while competitors' stores were looted & burned, blacks formed vigils to protect the Giant stores.



3. Drug Fair was a stagnant chain, requiring something to reverse the decline in its prescription business. Price cuts, ads pushing "friendliness" & generic drugs were simply matched by competitors. Forbes launched an anti-drug abuse campaign, "Straight Talk on Drugs." It was designed as an institutional ad campaign, under the advertising budget, so new funds (which weren't available)

wouldn't be needed. He got the government's drug abuse agency to lend its name, distributed 3 million copies of 9 booklets in the stores, produced award-winning radio psa's & tv specials, worked with schools, formed a large parents network. Sales climbed -- and when a competitor copied the program using the theme of aging, people came to Drug Fair for the booklets.

Barriers Lie With Management

Most organizations are held back from similarly "out-foxing the competition in the marketplace" by two factors, Forbes finds:

1) "Macho management," which overlooks social, political & economic developments to concentrate on immediate profit. Such unenlightened managers brought on securities regulation, OSHA, EPA, consumerism & the labor movement by the way they treated their publics, he feels. "Being a good guy is in itself a successful marketing strategy": thus public relations is marketing. 2) Confusing marketing with selling. Marketing asks what consumers want (see last week's story on Honda), seeks to satisfy their values & needs. Its aim is to make selling unnecessary. So, marketing is public relations.

EXPANDED TV NEWS COVERAGE OFFERS INFO OPPORTUNITIES; NETS SAY AUDIENCE DEMANDS IT

Television is shifting from entertainment to news programming. And with shift comes increased pr opportunities. Commercial networks and cable are turning program hours over to news: 1) NBC adds news prgm from 1:30-2:30 A.M. Mon-Thurs, 2-3 A.M. Fri; 2) CBS increases news programming 15 hrs/week, 2-5 A.M. weeknights; 3) ABC adds midnight-1 A.M. and 6-7 A.M. news prgms; 4) joint venture of Group W Satellite Communications & ABC Video Enterprises forms Satellite News Channels -- 24-hr news programming.

Spokesmen for each expressed similar findings about public's increased desire for news. "There is an appetite for more news & information at all hours of the day & night," explains CBS representative. Satellite News Channels uses the analogy of the light switch: "When you walk into a dark room & turn on a light switch, you know you'll get light. And you know that whenever you want it you can get it. The same applies for news on Satellite News Channels," Roger Kranz, mgr info svcs, told prr.

Satellite News Channels is a 2 channel service. Channel 1, to begin June 21, will contain 24 hrs of live news coverage -- business, sports, weather, but no features. 5 mins of each hr will be regional news provided locally. Channel 2, to begin early 1983, will compliment Channel 1 by providing indepth coverage -- extensive discussion -- of the news that is reported on Channel 1. Both channels will be advertiser supported.

HUMOR IS A PERSUASIVE DEVISE & AN EFFECTIVE COMMUNICATION FORM -- BUT LITTLE USED

Effective communication is obtained thru three steps: 1) Don't stiffen the resistance -- don't say things that immediately set minds & attitudes against you and your message; 2) Ask

for a willing suspension of disbelief -- encourage listener to "pretend" what you say might be true, therefore opening them to possibility they may agree with all or part of your communication; 3) Emphasize the benefit statements -- tell your listen-

ers what is in your message for them. "Not stiffening resistance" cautions you to avoid making offending statements. "Emphasize the benefit statement" reminds you to stress benefits. But how do you effectively ask for & obtain a willing suspension of disbelief?

Humor. It might not be the only way but it has to be one of the best. What is humor? A general definition states that humor is ambiguity in one of two ways: 1) something with obvious double meaning; 2) or the unexpected -- expected to be one thing & turns out to be another. Aristotle suggests "The laugh-provoking may be defined as that error or deformity which is not painful or destructive."

Humor builds a psychological environment for retaining information and in many ways it is essential for a healthy society. It promotes the ability to see other points of view by ridiculing our own. A cardinal rule is to begin a speech with a funny story. Monthly we see commentary from the National Lampoon & daily the most effective "editorials" appear on the comic page. The advertising campaign "Belt your wife & kids," created to encourage seatbelt use among drivers, drew carloads of attention both on the road & off (see prr 10/19/81). And a recent parody of the Wall Street Journal was done entitled "Off The Wall Street Journal." Its creator, Tony Hendra (of Lampoon fame), created the satire to "take a bold and broadside blast at the current economic fetishism rampant in our populous, led by the Reagan Administration's constant obsession with the state of the economy."

HUMOR YOU CAN USE ON BOSSES & CLIENTS: PRR WINNING JOKE

With this introduction of humor as a public re-

lations devise, we announce the winner of the First Annual Publishable Public Relations Joke Contest. First prize goes to Jay Wamsley, comty rels dir, Logan Regional Hospital (Logan, Utah). See winning joke on page 4.

FROM "OFF THE WALL STREET JOURNAL"

**Attention All Editors!  
For Immediate Release  
Generic Car Unveiled**

DETROIT--Announcing a new age in automotive manufacturing. With Motors Inc. new *GENERIC CAR*. The American consumer is getting his first big break in years. Now a small family can own part of the American dream. Because we cut costs drivers can cut corners with this first-ever *G CAR*. This revolutionary new driving machine is the chance for patriotic drivers to stay warm and drive at the same time...whistle while you drive, there's no radio to distract you. In fact, the *G CAR* has none of the complicated options offered by our slant-eyed competitors - No name, no chrome, no frills, no extras. Nothing. *A car for this era, and all time.*  
**BUT THAT'S NOT ALL - READ ON, PLEASE.**

Mr. Lee A. Last Name, Chairman of Motors Inc., says *this is the last time you'll hear about the G CAR. No More advertising, no brand identity, no regional saturation.* But don't listen to Mr. Lee A. Last Name - go out and buy one yourself. Go ahead, C'mon.

"Thank you and goodbye," announced Mr. Lee A. Last Name, as he stood proudly next to one of his new *G CARS*, boasting about the special features - wheels, engine,

**MORE CONTINUED. PLEASE TURN PAGE.**

something to steer with, brakes, lights in both the front and back of the *speedy new streetster*. "I never look back," said Mr. Lee A. Last Name. "That's why the *G-CAR* has no REAR VIEW MIRROR.

*Another bold step in automotive marketing - NO REBATES OR CASH BONUSSES...FOR THE FIRST TIME IN MANY MONTHS OF SLUGGISH U.S. CAR SALES.* Showroom models now being driven to dozens of dealerships across the continental U.S.

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