

society ... on a decentralist, self-help, local initiative basis," as Neal Peirce, Washington Post columnist, explains the conference goal.

Participants searched for way to tap new resources. "It isn't the gap we're being asked to make up, it's finding new ways to reorganize our resources, our structures and our processes to do the job better than we have in the past. This doesn't mean less profit or more burden for business. It may even mean higher profit," explains urban developer James Rouse. He believes cities have vast resources they haven't yet used to develop their potential.

Move Public Affairs To Mainstream Of Corporate Strategic Planning

Develop a "systems approach" to community involvement, ranging from charitable contributions to extensive volunteerism programs, physical

location of facilities, etc. Altho corporations are urged to raise philanthropic contributions to 2% of pretax profits, conference focused on in-kind contributions. "It is important to recognize that business people represent the largest and most talented pool of expertise in the nation: in economics, finance, law, engineering, management and job training," says Robert Krikorian, chrm, Rexnord.

San Francisco's mayor Dianne Feinstein demonstrated the value of a "high-powered brain-trust of 35 entrepreneurs from the city's largest companies, labor and community representatives, attorneys and corporate executives." As a result of analyzing city problems & recommending solutions, the partnership saved the city an estimated \$43 million a year: 1) \$30 million thru automation of San Francisco's payroll, billing, centralized risk mgmt & cash mgmt systems; 2) \$6 million with the closing of 3 fire stations; and 3) \$6 million thru a retirement benefits buy-out involving 300 police officers & firefighters.

City Hall Must Make Itself More Accessible To Business

Participants agree this is a good way for the partnership spirit to begin. Newark mayor Kenneth Gibson observes that while businesses give technical assistance,

cities must help them through the maze of the public sector. Newark established a one-stop office to "do it all," saving many firms "fantastic amounts of time, frustration and money...." Cities can also engage in joint ventures with business that provide postdebt cash flow. Cincinnati has an interest in two large downtown office buildings and an industrial park built on land purchased but never used for an airport. Citing another resource, Rouse believes cities can generate additional revenues by "getting more out of cable tv than they're getting."

A complaint about corporate community involvement expressed by Albuquerque mayor Harry Kinney: "Managers are often simply in our cities but not of our cities." He emphasizes that corporations must encourage & reward managers who become a vital & integrated part of their local cities, who consider their cities as home rather than just another address between promotions. (Single copies of conference report available free from W. Duke, ARCO, 515 S. Flower St. #1631, Los Angeles 90071.)

WHO'S WHO IN PUBLIC RELATIONS

DIED. Franklyn Waltman, 79, Washington Post columnist who became publicity dir for Republican Nat'l Cmte and later built one of the earliest pr dep'ts in the oil industry at Sun Co. (Radnor, Penn.)

PEOPLE. Continental Telecom (Atlanta) names Lilot Moorman to newly created position of vp-corp comms...Associates Commercial (Chi) appoints Lee Crittenden vp-pr & corp coms...Idan Sims joins Rowland Co. (NYC) as sr vp.

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"ONE VEHICLE" PLAN: BANK FINDS PRINT BETTER THAN TV FOR REACHING MASS AUDIENCE WITH "A LOT MORE INFORMATION"

"We can pack a lot more information into print than tv or radio and at the same time reach millions of people," explains Eryk Polonski of Royal Bank (Canada). Bank's 4-pg tabloid, Reporter, is reaching 7 million Canadians. Four million copies are circulated as inserts in major daily newspapers. Remaining 3 million are picked up by customers from specially designed display cases -- cardboard figure of young girl in pigtails holding newspapers. Tabloid includes articles on everything from automatic banking machines & how to capitalize on high interest rates to household budgeting. Issues also carry regional info related to the districts where distributed, i.e., local numbers to call for loan info, map indicating where Personal Touch Banking machines can be found in the province.

Published 3 times yearly -- 4 times beginning 1983 -- each issue is promoted on radio & tv. Even with this advertising cost, bank feels Reporter is economical. "It lets us describe the gamut of services we offer in just one vehicle. If we had to promote each service individually, the cost would be prohibitive," says Polonski.

Contest in first issue -- chance to win interest on \$1 million for one week, one day or one hour -- revealed high readership. More than 56,000 entries were received during the 6-week contest period. "Each contestant had to answer three questions based on articles in the issue, which forced them to read most of the newspaper. It was so successful we ran a similar contest in the second issue."

The tabloid isn't directed at employees, Reporter did carry a staff quiz similar to customers' to familiarize staff with tabloid. Ten first prizes of \$349.32 (one day's interest on \$1 million) were offered. Encouragement worked. Employees are promoting the Reporter to bank customers with good results. More than 60% of the 3 million copies which go to the branches are taken home by customers.

It has been popular to eliminate print media for external audiences in recent years. Tho some -- e.g., DuPont with its widely distributed Context magazine and many hospitals & universities -- didn't go with the trend. Now others have rediscovered comprehensive print formats -- e.g., Raytheon's new mag. Retail organizations such as banks have tended to limit this type publication to specific publics. Royal Bank's Reporter may signal a trend.

Contest serves dual purpose: 1) prize money creates awareness about the tabloid; 2) questions stimulate readership because answers are drawn from the articles. Offering interest on \$1 million as prize is also effective because it relates directly to banking -- unlike the usual blanket or toaster incentives.

POLITICS SEEN AS USEFUL ANALOGY FOR INTERNAL RELATIONS PROBLEMS BY POLITICAL O.D. CONSULTANT

"Spend 30 minutes every day working your organization," admonishes Leonard Hirsch. He advises practitioners to do this personally, as well as counsel management to do so. "I've been trying

to train managers to work the room (in their offices or plant floors) in the way a politician works the room" at a political gathering. "Get to know your people," he told prr.

Thru his 1-yr-old firm, Institute for Strategic Management, Hirsch does organizational development, staff training & management from a political perspective -- dealing with the politics of organizational life. When the public's perception of an organization is a problem, Hirsch believes that frequently the cause is the organization's internal dynamics. And that's where he concentrates. "In a political campaign you have the same sort of situation."

An O.D. consultant, Hirsch spent the last 10 years working in political org'ns. He worked for the Democratic National Committee; was Republican Sergeant at Arms of the Senate; director of the Congressional Management Foundation working in the House & Senate; and director of O.D. at the Carter White House, working with the chief of staff. (Contact him at 1133 15th St. N.W., DC 20005; 202/331-9046.)

MEDICAL INFORMATION CARD IS EMPLOYEE, COMTY RELS BUILDER

National Safety Council's new Medical Information Card can be used as a goodwill builder. Wallet-sized card carries two pages of vital medical

data on a strip of microfilm and has a built-in lens which allows the card to be read anywhere. Plastic card is waterproof & withstands heat up to 350°.

Since productivity is tied to employees' health, organizations could benefit by offering cards free to employees. Cards could be distributed by: 1) front office; 2) employee ass'n; or 3) volunteers. "There are dozens of groups doing it -- unions, police forces, fire departments. The card is receiving massive attention," Chuck Vance, dpa, told prr. Promotion has been thru news releases only.

Card can also be a community relations tool as well. Retailers, manufacturers, any organization -- but particularly insurance companies, hospitals & other health related org'ns -- can offer Medical Information Cards free to their communities. Cards could be distributed by org'n or community volunteers. (Info from National Health & Safety Awareness Center, 444 No. Michigan Ave, Chi 60611; 312/527-4800. One card costs \$9.95 + 75¢ postage & handling. Includes pressure sensitive labels for windshield, wallet, etc. to identify card carrier. Bulk rates are available for org'ns ordering in quantity.)

EDUCATION, LOCAL AGENCIES ARE "TOP DOGS" IN RISING CORPORATE GIVING

Corporate philanthropy will rise during 1982 by 14.7% according to a study co-sponsored by Hill & Knowlton and IABC.

Total corporate donations were \$3 billion in 1981; individuals gave \$44.5 billion. Survey also reveals: 1) corporations will give education most financial support, followed by United Way agencies & other social welfare funds; 2) 10% of all corporate contributions will go to the arts -- 60% say they will increase their support of the arts; 3) 86% feel corporations shouldn't attempt to fill funding void for nonprofit agencies; 4) 90% say contributions are concentrated at local levels where both the need & results are evident; 5) 80% say they contribute to public tv.

"It is becoming more & more apparent that, over the next few years, the extent and impact of corporate involvement in health, education, welfare, and arts support &

programming will, and doubtless should, change. If it does not, it will perhaps be inevitable that public opinion -- in the form of special interest group activity -- will turn to an even stronger anti-business, anti-corporation stance," notes Louis Williams Jr, sr vp, H&K. (Data on '81 giving is detailed in annual report of American Ass'n of Fund Raising Counsel, 25 W. 43 St, NYC 10036.)

AS ANTICIPATED, HERE IT COMES: BYOIR STARTS SATELLITE SERVICE

BY/MEDIA, the film, tv & radio, production & distribution subsidiary of Carl Byoir & Assocs is starting a satellite service. "I believe we're

the only people to have continuing scheduled service that transmits public relations & public affairs materials exclusively," pres. Michael McCurdy told prr. New product info, news films, public service spots, featurettes, live transmissions, interviews with your spokespeople, teleconferencing are some of the possibilities that can be transmitted. "We're transmitting to over 300 commercial tv stations & to cable via Westar V."

New service offers a financial savings to customers. "Say you have a 60-second video tape on new product info and want to send it out to 200 stations. Cost of tapes, postage & packaging/handling would run about \$4000. To do the same thing, all you have to do is give me one video tape and I'll put it up to over 300 stations and the total cost is \$1200. We'll also report back who aired your program and how many times," McCurdy explains. (Info from him at 380 Madison Ave, NYC 10017.)

CORPORATIONS, CITIES & NONPROFITS LEARNED HOW TO WORK TOGETHER AT PARTNERSHIPS CONFERENCE; REPORT OF FINDINGS IS USEFUL GUIDE

City mayors know that we are entering a post-federal, less affluent period in history and that there can be no return to the free-

spending era of the 60s & 70s. They, as well as corporations, agree with US Conference of Mayors pres.

Helen Boosalis that: "The best interests of America's cities and American business & industry are the same." Nonprofits, faced with declining federal gov't support, are less able to provide local services needed by cities.

These factors motivated 86 major city mayors and 379 corporate & nonprofit execs to attend the 1982 Partnerships Conference sponsored by Atlantic Richfield and US Conference of Mayors last March (see prr 4/26). A just-published conference report is timely as the country searches to build a "decent

SERVICES EXECUTIVES WANT VS. ONES THEY'LL HELP WITH

Area Of Concern	Desire To Maintain Svc Level	Willingness To Assist
Safety (police, fire, inspections)	87%	44%
Education (schools, libraries)	87%	93%
Infrastructure (maintenance, roads, sewage)	79%	57%
Economic Services (redevelopment, training, jobs)	55%	98%
Justice System (courts, rehabilitation, jails)	51%	62%
Welfare (food/health prgms, social services)	30%	71%
Neighborhood Services (legal services, child care)	21%	88%
Cultural (arts, museums, parks/recreation)	19%	92%