

### IT HELPS TO HELP MEDIA WITH THEIR STORIES, NOT YOURS

When an opportunity arises to build good relations with the media, respond immediately. That's the advice of Bob Kimmel, Audio Features (NYC), who responded to last week's skyscraper construction accident. "Our office is directly across the street from where the crane broke loose from the top of a new building. When I heard all the racket, I looked out to see the debris -- granite, masonry, glass -- cascading down the side of the building," Kimmel told pr.

"My first instinct was to alert people I know in the media." He called two radio stations and did a live report on one. "The media appreciates receiving news over and above the kind of thing you're pursuing for a client. It makes your relationship with them that much better. It increases your credibility," he feels.

### ITEMS OF INTEREST FOR PROFESSIONALS

Eschew the temptation to use superlatives in product releases, reminds an editorial in Design News. "With disbelief I've been looking through a recent batch of press releases that promise 'revolutionary breakthroughs.' 'Revolutionary breakthrough' is a superlative used when the press agent can't think of anything particularly good to say about a product but wants to suggest that it is both desirable and significant. Then, of course, there's the performance that is 'unparalleled' or 'awesome' or correctly reported as being 'unbelievable.' Such performance is also so good it has 'never before been reported in the annals of....' or may just be 'record-breaking' or received with 'wild acclaim' or be 'award-winning' with the award never defined." This is a sure way to get a negative response, feels Roy Battles, ed, Agricultural Relations Council's newsletter.

Now is the chance for small, lesser known companies to appear before the NY Society of Security Analysts. Pres. J. Kendrick Noble Jr. extended an invitation to them saying, "There's not much a company can do about its earnings in the short term but it can do something about reducing risk discounts applied to its stocks due to a lack of information." NYSSA sponsors 330 luncheon meetings a year to audiences in excess of 27,000 investment professionals and transcripts & tapes are available to extend those audiences. (More info from them at 71 Broadway, NYC 10006.)

PRSA has a new national career referral service -- The Professional Connection. Job seekers dial 212/308-7284 for recording of available positions. Info given includes 1) type of job; 2) geographic location; 3) salary range; 4) experience required. Send resume indicating desired job to PRSA national office & they'll forward it to employer. Cost per resume is \$3 for members; \$12 for nonmembers. Employers who wish to list positions call 212/826-1750 ext. 49. IABC's job referral service -- Job Line -- has operated successfully for several years. Number to call is 415/421-9342. Listings are updated every Friday. Send resume to IABC for forwarding to employer. No charge for their service.

Practitioners can check grammar with Grammar Hotline. National Resource for Correct English Usage is located at Illinois State Univ., has been operating for 2 years. Just call 309/438-2345 from 8 a.m. to 4 p.m. weekdays and on Monday & Wednesday evenings. Teachers and student tutors will answer your questions about usage or phrasing. ISU reports receiving calls from coast-to-coast.

### WHO'S WHO IN PUBLIC RELATIONS

FIRMS. Deborah Yoken forms Yoken & Co., 28 Argyle Place, Briarcliff Manor, NY

10510; 914/762-4457...Karon Cullen forms Cullen & Casey, 232 Madison Ave, NYC 10016; 212/686-3640.

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### AIR FORCE AIMS TO MAKE ALL PERSONNEL PUBLIC AFFAIRS SPOKESPERSONS; INITIATES TRAINING PROGRAM FOR ALL MANAGERS TO CAPITALIZE ON POTENTIAL

One of the major roles of the contemporary public relations professional is to educate his/her organization internally. The US Air Force has accepted this mandate and is actively training its management personnel public affairs concepts. "Our public affairs program teaches that we have far-reaching responsibilities to represent the Air Force to people outside our organization. The program says, 'Here are the people in the Air force who will serve as spokespersons and one of them is you. And here's how you'll interact with groups from the PTA to tv audiences. And here's why it's important for you to be up on issues so you can discuss them,'" Capt. Valerie Elbow told pr.

Program breaks public into three different audiences: 1) US Air Force; 2) local communities, neighbors & civic groups; and 3) media & thru them, the general public. "Our new program covers each person's responsibility for communicating with all these groups; how our public affairs office fits into all this; and what programs & products we have that will make the job of communicating easier and more effective."

Director of pub afrs, BGen. Richard Abel sums up, "There are more people who want to hear about the Air Force than we have public affairs people to talk about it. Everyone who wears the blue suit and the more than 220,000 civilians and more than 160,000 participating members of the Air Reserve Forces are potential spokespersons. A well informed force means our people are better prepared to talk convincingly to everyone who is interested."

Importance of reaching the internal audience, so the organization can speak with one clear voice, is demonstrated in Bill Banach's formula for successful school public relations programs. His research indicates time & emphasis should be allocated as follows:

90% = Training = helping employees relate to the orgn's publics.

7% = Research = listening to these publics.

3% = Communication = disseminating information and messages outward.

A consultant & dpr, Macomb Intermediate School Dist. (Mt. Clemens, Mich.), Banach is current pres. of National School Public Relations Association.

### ANNUAL COMPILATION OF PROVEN O.D. TECHNIQUES IS UNIQUE RESOURCE FOR TRAINING/COUNSELING TASKS

The most comprehensive set of resource materials for practitioners in their roles as meeting facilitators, trainers & consultants is the 1982 Annual, an organization develop-



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ment sourcebook. Four sections give professionals background & ideas for conducting creative staff & memorable group sessions.

1. Structured Experiences -- designs for group activity. Deals with group task & process concerns, how a work group's meetings are organized & function.

2. Instrumentation -- structured devices for providing individuals & groups with useful feedback about themselves or their behavior.

3. Lecturettes -- tightly focused conceptual pieces useful as background for presentations or as handouts for trainees.

4. Theory & Practice -- papers intended to support professional growth & development. They review theoretical issues & have a strong research base.

Tho this is the Annual's 11th edition, all materials are new. Past editions are also available; no Annual duplicates contents. Materials come in binder form with easy page removal. (1982 Annual, \$49.50 + \$1.55 shipping, from University Associates, P.O. Box 26240, San Diego, Calif. 92126.)

THE ECONOMICS OF A RECESSION:  
IT'S ALL PERCEPTION, i.e. PUBLIC RELATIONS;  
RECITE THIS AT YOUR NEXT BUDGET HEARING

How to add credibility to the balance sheets of sick financial institutions? Adopt "deferred loss" accounting to hide the fact some thrifts & banks

are actually insolvent. No government wants banks failing during its tenure. Reagan administration is no exception, but politically can't admit its policies are partly to blame. Nor can it subsidize sick banks' survival or have FDIC & similar federal insurers pay for closings.

So, officials are considering issuing "capital certificates" -- pieces of paper to be put on balance sheets. In fact, they amount to government guarantees to pay if bank fails.

What keeps sick financial institutions going if they're really in default? A source in a Big 8 accounting firm says: "Only public confidence, public consent to these policies, the public's willingness to assume the banks will return to profitability at some later date."

Retiring Presidential economic adviser Murray Wiedenbaum confirmed this "economic parlor game" at a recent seminar. Noting no one has been able to prove why interest rates stay high, he said: "If a few thousand financial institutions believe federal deficits have something to do with high interest rates, then they do in fact have something to do with high interest rates." He listed similar perceptual forces ruling the economy -- expectation of inflation & high income tax rates. They depress private savings.

BIG BROCHURE MAY BE BETTER  
IF IT MAKES STRONG IMPRESSION;  
IS CONVENIENT SIZE NECESSARY?

Development brochures have to catch public's attention. Iona College's does. It's big -- 10" x 16". Cover stock is shiny gray with college name printed up the left side in black, 1½" letters.

Smaller print on top identifies new science & technology center for which money is being sought. Inside cover presents picture of architectural model of new center. Copy is printed brown on tan. Interspersed among tan pages are photos & drawings on shiny white cover stock. Back cover has flap with insert -- mustard paper with orange print outside, brown copy listing commemorative opportunities inside. An impressive piece.

Is big really better? Will it give a message longer life? The size of Iona's brochure makes an immediate impression. It's memorable and therefore less likely to be immediately tossed. Because it's too big for conventional filing, it's also more likely to be kept unfiled and a constant reminder. This is a good example of an information transfer strategy based on human nature -- make an immediate impression vs. file-and-forget. Rational communications would suggest a piece fit in a file cabinet.

ANNUAL REPORTS MISS SOME BASIC RULES,  
BUT ADVANCE NEW TRENDS, STUDY SHOWS

Annual reports lack some accepted communication techniques, reveals informal survey of publicly-held Chicago-area companies by

Sid Cato Communications (Chi). Tho sampling is not scientific, some findings are startling:

- |   |  |
|---|--|
| 1. 53% did not use company's logo on front cover. | 6. 52% ran 4-color cover, 71% ran 4-color photos inside.   |
| 2. 46% did not use readership-enhancing subheads. | 7. 47% ran eye-catching color photographs on front cover.  |
| 3. 61% did not use large-type callouts.           | 8. "Emerging trend shows company management accepting responsibility -- alongside the auditors -- for integrity & accuracy of the financials. 37% took this progressive stance." |
- Trends noted include:
- |  |                              |
|--|------------------------------|
| 4. Most used columns of text flush left & ragged right. Fewer than 9% had justified margins.                       | (For copy write <u>pr</u> .) |
| 5. 58% used sans serif type. (Typographic researchers agree this type is harder to read -- but designers like it.) |                              |

CULTIVATING REPORTERS FOR NEW TV MEDIA  
WHEN THEY FIRST APPEAR ON THE SCENE  
IS A WAY TO START OVER

Television entertainment and news coverage has castigated or over emphasized many industries. Consider soap opera coverage of hospitals, dramatic presentations of police departments or news programs popular because of their entertainment value -- like "60 Minutes." But the new technology offers practitioners a chance to change this trend. "The outlook in news programming is bright. Not because the existing programs will improve a lot, but because we are entering a revolution in telecommunications. Cable & satellite outlets are springing up like mushrooms in a damp glen and their significance cannot be overstated," predicts Leonard Theberge, pres, The Media Institute (D.C.).

"I would hope & expect that as the number of electronic news outlets grows, we will see more business & economic coverage. If the theories of the marketplace hold up, then increased competition should result in a more diverse & better product -- in this case more balanced & analytical news coverage. And this revolution will provide all of us with a new opportunity to inform the public about our industry or organization. For you, like everyone else, will be entering these cable & satellite technologies on the ground floor, making contacts with new reporters. Now is the time to start thinking about how you will be heard in these circles."