

- B. Fewer than 1/3 watch local or nat'l tv news daily. thing & 2) younger, well educated who watch mainly news-type shows.
- C. Less than 1/3 read weekly news mags. E. This younger group are also heavy users of newspapers & magazines.
- D. TV's heavy watchers are 1) older, less educated who watch every-

Now, here's the perception. Roper's annual poll asks where people get their news. 64% say tv, only 44% newspapers. Conclusion: "Most people think they get most of their news from tv but this is almost certainly not true." Roper's question may be the problem. It asks, "Where do you get most of your news about what's going on in the world today?" Lichty feels people see newspapers as local media, thus answer tv since its thrust is mainly national or world news.

MESSAGES AIMED AT WOMEN MUST REFLECT NEW REALITIES

Practitioners need to shape their communication strategies to reflect a continuing trend -- the working woman (see this week's t&t). Recent studies, summarized in the Social Science Monitor, show:

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¶There are 4 types of working women: 1) high energy achievers; 2) involved workers; 3) conscientious workers; and 4) toilers. Women in each group regard themselves & their work differently. One kind of organizational message may not be effective for all of them.

¶Community relations programs that use volunteers may have to change tactics -- they can no longer depend on women as volunteers. By 1990, employed women ages 35-54 will increase to 60%.

¶Women who think they were selected because of their sex have less commitment to their organization, less satisfaction with their work and more role conflict than women who felt that sex was not an important factor in their selection.

¶Female executives are seen as less powerful and not as warm as their male counterparts. Organizational communicators should increase their efforts to portray female executives and administrators with warmth & strength.

¶A woman's self-confidence & competence could increase after watching tv commercials where the woman is shown as an authoritative figure, rather than in the normally-used subservient role.

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. Philip Morris (NYC) appoints James Frye dir, gov't rels and Stephen Bull dir, Washington rels; Robert Moore becomes dir, comty rels (Richmond)... Marion Laboratories (Kansas City, Mo.) promotes Larry Wheeler to vp comms... Jay Heller becomes sr vp, Dailey & Assocs (L.A.)...DBG&H Unlimited (Dallas) appoints Ann Hall to new position of dpr.

American Express (NYC) names Paul Feldman dir, corp afrs & coms... Edward Stanton becomes pres, Manning, Selvage & Lee (NYC)...Dallas Market Center promotes Debby Werner to vp-pr & adv'g...Honeywell (Mpls) promotes Karen Bachman to dir, corp pr... Paul S. Forbes & Assocs (Fairfax, Va.) appoints Michael Ney vp & chief adm ofcr.

TEXACO'S 3-YEAR OLD CONSUMER AFFAIRS FUNCTION SHOWS DIFFICULTY, REWARDS OF APPLYING PUBLIC RELATIONS PHILOSOPHY IN HUGE COMPANY; FIRST TASK IS REMOVING STEREOTYPES ON BOTH SIDES

Consumer affairs is issues management at Texaco. But the idea is very new, begun in February '80. The oil giant's expectations, methods of implementation & subsequent results are a case study for org'ns considering or presently operating grass-roots outreach programs. "While not new to a handful of companies, this is very much the 'cutting edge' of public relations/public affairs for most," says Mary Ann Pires, who initiated & heads the program.

"Having identified and ordered your public issues wish list, there comes the difficult task of coalition-building. Here, in my opinion, lies the real test of issues management. Can you bring about desired actions?" In outline form, this is the Texaco program:

1. An external audit cited polls indicating consumer hostility toward oil companies. Opinion samples revealed a credibility gap between the companies & the public. Audit recommended developing responsible programs to help shape the socio-political environment in which products & services are sold.

2. Objectives are stated as:
a) Opening 2-way lines of communication with non-traditional outside constituency groups. Program is not aimed at NAM, Chamber of Commerce or conventional business ass'ns, Pires points out. b) Develop cooperative energy-related programs with these groups. c) Eventually, enlist 3rd party support on issues important to company. d) Serve as locus of consumer relations information within Texaco.

3. Philosophy, established from start, involves a) building longterm relationships, b) listening, initially, c) not promising anything that can't be delivered, 4) no "checkbook" rela-

Developing depth profiles and making contact with target org'ns, Pires told pr she "learned there are many dedicated, reputable groups out there. When stereotypes are put aside & communication takes place, dissimilar org'ns can often find common meeting ground." She reports no one has refused to see her or was hostile. And -- "Not every group likes your company for its money." To date Texaco has built contacts with 19 org'ns meeting its criteria, is working with about a third at any given time.

tionships, e) accommodation, being prepared to give as well as get.

4. Criteria for selecting groups to work with is a 5-point test. a) Do they have a solid constituency base? b) Is this constituency not presently reached? c) Will the group work with corporations? d) Do they play a role in national policy? e) Are they concerned with energy issues?

5. Sample activities mentioned by Pires: develop citizen representation training manual with AARP; stage communication training workshops for disabled, Hispanics, AAUW; weatherization clinics; alternate energy dialogue with Consumer Federation of Amer.; credit card presentation for NAACP. Program has taken legislative briefings, speakers blitzes & media appearances into its realm -- plus a first-ever refinery tour for consumer leaders. "This may sound mundane," she notes, "but keep in mind that the oil industry didn't 'go public' until the oil crisis of '73-'74."

6. Unexpected results, ahead of Texaco's timetable, are support on 3 issues including natural gas dereg.

7. Her conclusions: "Each party to this unique 'mating game' is watching the other with interest -- and learning as they go. In the process, some stereotypes are falling away. For the profession, programs like this give evidence that the role we so often claim for ourselves -- as facilitators of communication in a complex society, as brokers between competing interests -- is no idle boast."

MEDIA DON'T SEE PR NEGATIVELY, PRSA STUDY FINDS; BUT DON'T REPORT ON TOPICS PROFESSION THINKS IMPORTANT

Only 1% of the nation's media project a negative image of the public relations profession, according to a PRSA media analysis. Study tracked & analyzed issues relevant to the profession & determined how it is perceived by journalists.

Findings showed 1) percentage of readership exposure is greatest in western US where focus on pr activities is also highest; 2) articles on "social & political impact" and "pr profession" are more abundant in the northeast; 3) 85% of the articles projected a neutral tone, 14% a positive tone & 1% negative tone.

Some questions raised as a result of the analysis:

1. Clipping services may be inconsistent in monitoring because readers are assigned to publications, not topics.

Each reader must keep an entire library of topics in mind, aided by a computer data bank to remind them of topics. Peculiarly, no articles were picked up by readers for a 6-month period in 15 states. PRSA is meeting with another clipping service that assigns readers to topics and will compare benefits of each.

2. Abundance of articles in the "pr activities" category is curious. Why is the press picking up on that type of story? Is the profession presenting itself in this manner? Is there a general misunderstanding by the press of what the profession considers important?

3. What pr pros consider key issues are not picked up by the media, according to the analysis. "It seems that the press rarely ties in pr with the important issues of the day or those that are important to the profession. Why isn't the press perceiving us the way that we perceive ourselves?"

(For copy of analysis, write PRSA, pr dep't, 845 3rd Ave, NYC 10022)

4 major classifications were studied: 1) pr profession; 2) tools of the profession; 3) pr activities; 4) social & political impact. 70% of all stories fell under "pr activities," 20% under "pr profession," 5% under "tools of the profession," 5% under "social & political impact."

MISPERCEPTIONS OF & BY THE MEDIA ABOUND, E.G., NEWSPAPERS STILL TOP NEWS SOURCE, NOT TV; FURTHER CONSIDERATIONS FOR PERCEPTION MANAGEMENT

Mass media and perception management are doubly linked. Media often cause misperceptions by faulty reporting. Or,

as Pierre Salinger views it (pr 11/15/82): "TV news provides a mere blip of perception, as opposed to the reality of world affairs." But practitioners & their fellow managers frequently hold misperceptions of the role & power of the media. Take Salinger's example, world affairs. How often do they directly affect the average person's life? Over time they may, but how many average people have, or perceive they have, any way of influencing, say, a war in Afghanistan?

Yet many executives & professionals conduct their daily work as if the mass of society were deeply influenced by world affairs & media reports about them -- and interested in them in more than an entertaining way. The evidence is that most folks are far too busy living their lives: working, raising their kids, going to church, taking care of their health, etc. Of course, overtime a war in some far off place may affect them. The perceptions they form about it may come out in voting -- the issues closer to home & pocketbook are usually the prime motivators there.

Any theory of perception management will probably have to give prominence to the old (but seldom heard) idea of salience. A public may be interested or even mesmerized by an event -- take the Falklands War -- but unless it is salient to their interests & daily living patterns it becomes merely the passing parade.

That offbeat term "salience" is defined as "the condition of projecting beyond the general outline; standing out from the rest; prominent; conspicuous; often used in the phrase salient point" (Oxford Dictionary).

Study Says Newspapers Still Top News Source: Perception vs. Fact According to Lawrence Lichty's study in The Wilson

Quarterly, these are the facts gleaned from Simmons' '81 survey of 15,000 persons' exposure to different media:

- A. Over 2/3rds of US adults read part or all of a newspaper every day.

MISUNDERSTANDING MEDIA

Not only are newspapers, not tv, the top news source (see adjacent story), the cable tv boom is for the present a bust -- or at least a very big, very longterm question mark. Steve Effros, exec dir of Community Antenna TV Ass'n, says published reports that the "wired nation" is just around the corner, and that urban franchise holders will make bundles, are not certain. In fact, cable tv has debt of almost \$4 billion; and if "revenue projections are as little as 5% to high," losses of \$2-300 million are possible over a 15-year franchise. Why the misperception? "The American public has very little knowledge of the entire communications industry (newspapers appear to have a particular blind spot in this area) and cable is just the leading edge at the moment."

The thing to remember, Effros warns in "presstime" for December, is that there are 2 cable tv industries: 1) the traditional, non-urban service that brings a wide array of tv & other services to homes that otherwise could not get them, and 2) the new highly publicized urban operators with 156 channels, 2-way systems, teletext, videotex et al. The latter requires payment per event -- and there's little evidence people will pay it. Indeed, several Qube and similar experiments have ended or been pronounced financial failures.

Effros' cable quiz: What do MDS, STV, SMATV, DBS, LPTV stand for? If you don't know, don't discuss cable, he advises.