

Special appendices offer info on 1) news conference sites, 2) talk show opportunities, list 3) state capital press corps, 4) media's telex numbers, 5) key media with names & numbers, 6) broadcast public service directors. (\$45.95 from ExecuComm Group, 425 Lumber Exchange Bldg, 10 South 5th St, Mpls 55402; 612/375-1190.)

¶5 media directories are published by Public Relations Plus, Box 329, Washington Depot, Ct. 06794: 1) New York Publicity Outlets lists names, positions, addresses & phone numbers of key people on 500 daily & weekly newspapers, 100 radio & tv stations, 200 radio & tv interview shows, 300 consumer mags; plus the black press, feature syndicates, foreign language & special interest newspapers, news services. (\$72 includes 6-month revised edition.)

2) "metro California media" contains detailed listings for consumer media in all of California plus special designations for the 22 metropolitan areas in the state. Gives names, positions, addresses & phone numbers of key people on 700 daily & weekly papers, 500 radio & tv stations, 700 radio & tv interview shows,

plus consumer mags published in Calif, syndicated columnists, foreign language papers, special-interest dailies, news services. (\$72 includes 6-month revised edition.)

3) TV Publicity Outlets-Nationwide (\$105 includes 3 updated editions) and 4) Cable TV Publicity Outlets-Nationwide (\$125 includes semi-annual update) Both list tv contacts, what they like to work with (guests, slides, films, how-to literature, motion pictures), audience size, whether a show is syndicated and/or carried by a network, time show is pre-recorded.

5) The Family Page Directory identifies key editorial contacts for family page of the 500 largest US dailies. Also lists beauty, fashion, food & home furnishings editors. Arranged in geographical order, then alphabetical by newspaper name. Ranks each pub'n by size of circulation. (\$60 includes new directory every 4 mos.)

Special Interest Directories ¶Guide to US Business, Financial & Economic News Correspondents & Contacts and ¶Guide to US Medical & Science News Correspondents & Contacts both include cable networks & programs; broadcast listings; specialized editors of more than 300 dailies; syndicated columnists & newswriters on the subject; contacts for relevant tv & all-news radio outlets in the nation's 40 largest markets; editors, correspondents & stringers for national consumer mags; free-lance writers who specialize in the subject. (\$60 each from Larriston Communications, P.O. Box 1351, NYC 10025; 212/866-3032.)

International Directory ¶Bacon's 1985 International Publicity Checker adds 600 pub'ns to its listings. 774-pg directory lists 10,590 pub'ns plus more than 1,000 national & regional newspapers in 15 Western European countries including the UK. Guide is divided by country, then by 64 market groups and 2 newspaper classifications within each country. Each listing includes pub'n title, address, phone & Telex numbers, frequency, circulation, editor's name, type of publicity material used. (\$150 from Bacon's Information International, 332 So. Michigan Ave, Chi 60604.)

CAN YOU HELP?
Educator seeks case studies on "the toughest ethical dilemma in public relations/public affairs I have faced and how I solved it." No names are okay. Cases will be put in a monograph and made available free to students & practitioners. (Send to Ted Joseph, Va. Commonwealth Univ, School of Mass Communications, 808 W. Franklin St, Richmond, Va. 23284-0001.)

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CORPORATE RAIDERS, LOSS OF COMPETITIVE EDGE, BANK MONEY LAUNDERING PROVIDE TEACHABLE MOMENTS FOR SELLING PUBLIC RELATIONS PHILOSOPHY

Case histories are tools for persuading management. Current events provide three good ones to illustrate why public relations policies & outlook are valuable to organizations.

¶Number Crunching Is People Crunching. Losing markets to overseas manufacturers is causing disruptions in the economy, in several states & communities, & in employment. How did this happen? Is it an inevitable aspect of the global economy? No -- it is anti-people number crunching that caused it, says Meeting The Competitive Challenge by Elwood Buffa, who holds the Times-Mirror Chair In Strategy & Policy at UCLA Grad School of Mgmt.

It began with the rise of conglomerates, "strictly a financial portfolio concept." The fact that people back in the factory & sales office actually are the business was forgotten. Thus the keys are 1) relations between managers, supervisors & workers, 2) job organization, 3) labor relations and 4) participative decisionmaking & strategic planning. "Management has pegged workers into narrowly defined jobs that require arms & hands but no brains.

¶Laissez Faire Capitalism Puts Money Before People. The basic question raised by corporate raiders is the goal of capitalism. Do people exist to serve the system, or does the system exist to serve the people? US Catholic bishops' recent economic report believes the latter. But corporate raiders believe a company's job is to maximize the interests of stockholders.

Public relations professionals know that unless several publics are well served, no organization can succeed for long. The profession can gain public consent by speaking out on this one -- where public disdain is rife. When a raider walks off with megamillions while thousands of jobs are eliminated to pay him off, civilized values are seriously out of line.

¶All Criminal Acts Are Not Legal Crimes. If hoodlums or Mafia demand retailers pay \$10/wk to keep from having plate-glass windows broken, we call it protection

The real issue for practitioners in the Bank of Boston case, which appears to involve laundering Mob money, is not the public reaction. That is predictable, once an issue of this type becomes hot. The problem is how to structure issues anticipation. This case illustrates that function cannot merely concentrate on probing the external environment or watching potential opposition. The first tenet of issues anticipation must be looking at an organization's own policies & procedures & daily operations to see what is going on there that could get you in trouble.

money or extortion. If caught, the perpetrators go to jail. Greenmailers & arbitrageurs do the same things...but move to new & bigger mansions. What must the public think?

¶Angering The Public Gets You Sooner Or Later. Oil companies are prime targets of raiders because of the distrust they created during the 70s "energy crisis." Huge windfall profits were spent by arrogant, clubby managements on disastrous acquisitions unrelated to energy. Big Oil seemed to have won that battle. But they may now lose the war. Several have already fallen -- Gulf, Marathon, City Service. Banks & other financial institutions that laundered drug & Mob income can expect similar treatment from the public.

Yet Phillips -- still embattled after one near miss -- was the most candid & pr-conscious of the oil companies during the oil crisis. Its campaigns & policies since have been praised for their social responsibility & public concern. The company's ability to fend off raiders -- so far -- was based on the relationships it built even while the industry seemed to thumb its nose at public opinion.

¶Short Term Profits Again Championed. Says Business Week, "A serious consequence of the raiding game is the sharpened focus on near term earnings that institutional investors have come to impose on companies -- a factor that has itself encouraged raiding. 'If you run a company in a way that penalizes short term earnings, it weakens your stock, and you risk being taken over,' says Harold Williams, former SEC chairman. 'So the raiders enhance an already overpowering trend toward the short term viewpoint,' which critics say hurts US competitiveness."

The bottom line to all these cases may relate to the reinforcing of an unfortunate public perception -- namely, that there is one set of rules for the big guys, another and far more stringent one for everyone else. If business conducts itself in a way that implies the average citizen is a pawn, backlash is predictable. What, after all, does social responsibility really mean?

CORNUCOPIA OF MEDIA DIRECTORIES SHOWS GROWING DATA BASE AVAILABLE TO PRACTITIONERS

General Directories ¶Bacon's Publicity Checker, 1985, a 2-volume directory, adds over 600 new pub'ns. 1) Newspaper volume includes 1,795 daily newspapers in the US & Canada with complete mailing info & 25 departmental editors, 7,543 weekly newspapers and 650 weekly multiple publishers. Special indexes include top 100 ADI markets & the newspapers serving them, news services & syndicates, sunday supplements, black press, breakdowns of top-circulation dailies. 2) Magazine volume lists business, trade, farm, industrial & consumer pub'ns in 154 general market classifications -- from advertising to woodworking. Listings in both volumes include pub'n name, address, editor, frequency, issuance & circulation data, phone, publisher. Indicates types of publicity used, whether photos are accepted. (\$130 from Bacon's, 332 S. Michigan Ave, Chi 60604; 800/621-0561. Includes January, April & July updates.)

¶All-In-One Directory, 500-pg spiral bound guide, lists 1,800 daily newspapers, 8,400 weeklies, 7,000 AM & FM radio stations, 900 tv stations, 430 business & financial papers, 3,000 trade pub'ns, as well as consumer mags, farm pub'ns and a complete black-oriented press & radio section. (From Gebbie Press, Box 1000, New Paltz, NY 12561; 914/255-7560. \$65 + postage & handling -- \$58 if prepaid.)

¶1985 Working Press of the Nation contains info on more than 26,000 media sources in 5 volumes: 1) Newspaper Directory includes listings of daily & weekly papers, national, special interest, religious, black & foreign language papers, feature syndicates & news/photo services, local supplements & key personnel. 2) Magazine Directory gives details on service, trade, professional, industrial, farm/agricultural & consumer mags. 3) TV & Radio Directory includes info on commercial & public radio & tv stations, networks, local programming & personnel. 4) Feature Writer & Photographer Directory lists names, contact info & subject specialties. 5) Internal Publications Directory provides info on corporate & ass'n newsletters written for employees/constituents. (\$241 -- or \$205 for the 1st 3 volumes -- from The National Research Bureau, 310 S. Michigan Ave, Chi 60604; 312/663-5580.)

Specific Directories ¶Hudson's State Capitals Media Contacts Directory, 1985, new this year, includes media contacts -- print & electronic -- in all 50 state capitals. Lists addresses, phone numbers & contacts for 1) wire services, 2) local & suburban newspapers, 3) out-of-town newspapers, 4) radio & tv stations, including those in adjoining cities which broadcast to the capital city, 5) mags & newsletters, including local offices of national pub'ns. (\$65 from Hudson's State Capitals, 7315 Wisconsin Ave, #1200N, Bethesda, Md. 20814; 301/986-0666.)

¶East Coast Publicity Directory provides listings of all media for Boston, Ct, NY State, NJ, Phila, Baltimore, DC, Atlanta, Miami & Ft. Lauderdale. Includes 1) newspapers (daily, weekly, local, national, foreign, college, special & minority), 2) periodicals (house organs, journals, mags, newsletters) giving publisher, pub'n schedule, address, phone, deadlines, special editions, circulation, issue & subscription costs, mgmt & editorial staff names. Also lists 3) radio & 4) tv (commercial, public, college, cable, syndicated & network stations) providing call letters, dial position/channel, address, phone, network affiliation, station mgr, prgm dir, news dir, music dir, station format, title & content of talk & special-interest shows, show times, contacts, materials accepted for broadcast. 5) News/wire services & 6) feature syndicates are also listed. (\$75 + \$2.50 shipping & handling from IMS Press, 426 Pennsylvania Ave, Fort Washington, Pa. 19034.)

¶Twin Cities Media Directory contains 194 pages of media listings for Mpls/St.Paul. Includes names, titles & beats of the media personnel at metropolitan daily, weekly, neighborhood & college newspapers; radio; tv; cable tv; special interest pub'ns.

— WHATEVER HAPPENED TO INDIVIDUALITY? —

Should practitioners appearing on tv follow "rules" on what to wear? (See 2/18 t&t's "Tips On Appearance.") That's what William Moore, dir of pub'ns & bar svcs, Ohio State Bar Ass'n (Columbus) asks. He writes:

"Based on what I keep reading, all pr people are supposed to look like 'Ken' or 'Barbie' dolls when it comes to tv appearances. I'm getting tired of the 'grey and bland' look. The person wearing the grey suit, blue shirt, polka-dot tie, horn-rimmed glasses, etc. just fades into the woodwork with the rest of the cookie-cutter people on tv interviews.

"Yes, some apparel & jewelry can cause technical problems for the tv studio -- but that's 'tough.' If Mr. T and Liberace can do it -- why not others? I like to see 'human beings' on tv, not the prissy types that somebody's book or article says should be our 'spokesperson.' Do you want a person who is 'slick & smooth' (read that oily & wily) or one who is 'this is the way I look every day' (read that honest)?"