

ANOTHER VOLUNTARY ORGANIZATION INCREASES REACH BY PLACING ANNUAL REPORT IN NEWSPAPER -- FOR SAME \$\$

"We wanted a vehicle that would economically reach the greatest number of people," John Gregory Winslow, vp comms, Greater Hartford Chamber of Commerce, told prr. So Chamber published its annual report as an advertising supplement of The Hartford Courant, circ. 300,000. "The response has been overwhelmingly positive -- so positive we plan to do it again."

Typically, Chamber delivered a finished mechanical. Hartford Courant sold the advertising. Chamber president sent letter to members encouraging ad purchase.

Expensive? For cost of writing, editing, photography, typesetting, design & production of mechanicals "it was the same as it would be normally. However, we did not pay for printing or distribution. The cost of printing 300,000 copies & sending them out would have been prohibitive. If we had done an annual report on our own, we probably would have produced about 5,000 copies -- enough for members & some marketing. But this reached many we wouldn't have reached otherwise."

One advantage of broad distribution is that it demands interesting format. Chamber's AR was designed as a magazine. "We hoped people would pick it up and start reading it before it dawned on them that it was our annual report. We wrote it as we would a magazine -- informative, breezy, interesting, graphically appealing."

Another advantage: paper gave Chamber 10,000 copies. "We've sent out about 6,000 of those. Membership dep't uses them to help attract new members. It's the easiest & fastest way to tell our story."

Because the advertising supplement is 24 pgs -- 8 pgs more than Chamber would have done on its own -- "those extra pages allowed us to print the name of every single member. We wanted to pay tribute to them. And I suspect those who aren't members who saw their competitor's name on the list might want to join."

Winslow's advice to others who may wish to do this: "Start earlier than we did." He allowed 8 weeks, advises at least 3 months. (Copies from him at The Chamber, 250 Constitution Plaza, Hartford 06103; 203/525-4451)

ITEM OF INTEREST TO PROFESSIONALS

Feminization of the profession may not occur after all. Not because increasing numbers of women will stop entering the field, but because there is evidence the sexual stereotyping of jobs is changing. A publication you probably don't read, Beauty Digest, recites 2 studies. John Touhey in '74 found that if you told research subjects a male dominated profession, e.g. architecture or medicine, was accepting numbers of women, this tended to reduce the prestige & desirability of that field. Obversely, if you told research subjects men were entering female dominated professions, e.g. nursing or teaching, prestige rose. Now Robert Johnson of Arkansas State Univ has repeated these tests -- and found respondents no longer view male dominated professions as superior. Furthermore, they do not view specific professions as male or female.

WHO'S WHO IN PUBLIC RELATIONS

HONORS. Edward L. Bernays receives honorary degree from Ball State U (Muncie, Ind.).

"We wanted a vehicle that would economically reach the greatest number of

# pr reporter

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NEW SEX: DO HART, BAKKER, SIMILAR CASES MEAN LEADERS ARE NOW SEEN AS PERSONIFYING THEIR ORGANIZATIONS OR CAUSES, SO LOSE ALL PRIVACY? HAVE MEDIA BECOME VOYEURS? CAN SITUATION BE HANDLED?

Americans are preoccupied with sex, which some psychologists say is inevitable in puritan societies. One glance at our advertising, tv or fiction proves it. Yet for public figures to behave accordingly is taboo, never mind the obvious hypocrisy. In addition to televangelists, Marine embassy guards & presidential hopefuls, more localized execs can be booted for it -- like Denver's police chief. He was accused, before his firing last week, of having a relationship with a policewoman.

For practitioners, the issue is straightforward: Can it happen to ordinary executives? Could you handle such an incident? How would you do it? Some considerations:

1. Count the house before reacting. Hart's poll rating dropped 10 points & his negative rating rose -- but the election is over a year away. He was still the front runner, by over 20 points. His target was extremely narrow -- democrats likely to vote in NH & Iowa.

2. The response is more powerful than the accusation. Above all, it must display backbone & resolve. After dismissing with strong historical evidence the litany of theories -- e.g., "philanderers aren't good leaders" (compare Ben Franklin, F.D.R., J.F.K.) or "he won't be able to campaign" (compare Grover Cleveland) -- ex-editor Ed Quillen concludes the response of Bakker or Hart does reveal flaws in character. Hart whined, he feels.

3. Attempt to move the issue to another sector. In Hart's case, did no one notice that an unidentified source tipped the Miami Herald, that the woman involved had a relationship

HIERARCHY OF PUBLIC SINS

MORE ACCEPTABLE

Marital infidelity: Hart may find this surprising, but a NYTimes/CBS news poll finds a majority feel this is none of media's business.

Drunken driving: Half the Senate & House might be sent home!

LESS ACCEPTABLE

Hospitalization for psychiatric treatment

Cheating on income tax

Using drugs

Homosexuality: Assemblies of God dismissed Jim Bakker from the ministry for an alleged homosexual encounter, which it said was "more serious" than his dalliance with a female church secretary.

NOT ACCEPTABLE

Lying: If he lies about it, the issue isn't whether he's doing it, but that he lied, feels media guru Ben Bagdikian.



with a figure in the Iran arms deal, that the story conveniently blotted out coverage of the opening of Irangate hearings -- & more? There was much to use as a smokescreen.

4. Journalistic "rules" have changed. Jimmy Kilpatrick's column says they are "that reporters will not scrutinize the private lives of public figures unless 1) adverse information becomes a matter of public record, or 2) misconduct seriously affects the performance of public duties." That may apply to Wilbur Mills & Fanne Fox, alcoholic elected officials like Mendel Rivers & other cases of the past decade. Clearly, the rules are different now...or does an "unidentified source" constitute "public record"? Large majorities in polls criticize media coverage of Hart, but the press seems oblivious to its need to earn public consent.

5. In sex cases do all you can to keep beautiful or handsome second parties away from the cameras. Consider Jessica Hahn of the Bakker incident; the women at the Moscow embassy; even Fawn Hall who was merely at the scene of the crime, but attractive. The press can't leave them alone.

6. In the long haul, even scandals help name recognition. Neil Eskelin, PTL vp-pr, told prr, "In the long run" the Bakker situation "will have done a lot for letting people know about our organization & what we can offer." While donations for all tv ministries have temporarily declined as a result of the incident, attendance at PTL's Heritage USA theme park is up 27% over the previous year. And, despite souring many people, did not Oral Roberts get the money with his extortionate public death threat?

7. Emergency/crisis pr plans need a section on personal peccadilloes. They can do more harm than a mere earthquake.

8. Personal trust is more important than credibility. President Reagan stands on the edge, and may be drawn into, a case of disobeying the law of the land he swore to uphold, among other abuses laid at the feet of his administration. He remains an unusually popular leader. Hart offered "new ideas" many feel could improve political debate. But he is out of the game -- not for his sins, but because he never earned people's trust.

Of Puritanism, Press Failure  
& "The Search For The Moral Man"

television ministries, in offices on the White House grounds -- the search for the Moral Man is on.

"We should have 5 reporters stalking every candidate at every minute from now until November of 1988. But what they ought to want to know -- and here Hart has always been correct -- is not only whether a candidate says one thing & does another, not only whether he has bad judgment in personal matters. They ought to want to know him intimately as a thinking person who will make intellectual & moral decisions affecting our families & our cities & our entire world.

"The issue of the day is not whether the Miami Herald should have haunted Gary Hart's digs, it is whether the Herald and the rest of the press will report the terrain of each candidate's belief system as fully as they will discover their sex lives." -- Rising star columnist Mary Ann Dolan

"It amazes me that the only immorality you people can see is sex -- it doesn't seem to matter that Reagan's policies have lost thousands of jobs, ruined the unions & cut America's domestic programs to the bone. All you care about is who has been sleeping with whom. Why don't you stick to issues that affect the people?" -- Letter to editor, Denver Post

"The general rule (of journalists) has major exceptions: it does not apply to federal judges and it does not apply to presidential candidates. The nature of the office makes the difference. The power of a lifetime judge is so formidable that the slightest defect in character cries out for public discovery. The character of a president is of foremost importance." (Does this mean only the perfect need apply?) -- James J. Kilpatrick

"In the view of most politicians, the Hart case was special: it does not necessarily imply a new era of high morality in American politics. But it certainly reinforces the lesson that Americans demand from their political leaders a higher standard of behavior than they do from their friends & neighbors, or even from themselves. And it most certainly demonstrates that character, not ideology & not intellect, is the quality most Americans seek in those who would be president." -- R.W. Apple, NYTimes

NOW -- COMPUTERS PRINT LETTERHEAD  
AS WELL AS LETTER FOR TOTAL FLEXIBILITY

"There are many advantages to computer-generated letterhead," Ken Andersen, U. Illinois, told prr. He keeps 8 different ones in his computerized "library," accesses them as needed -- depending on whether he's writing as associate dean, prof of speech comms, chair of the university senate conference, or various other positions he holds.

Sample prr saw looked good, with large type & bold characters where needed -- made possible by typical computer overprinting.

Others thruout the university are doing the same thing. "Individual committees will generate a letterhead for themselves. They simply do it on the computer and share that with each other so everybody on the committee has it in their computers. Whenever they do committee business they use their committee letterhead. It gives them a sense of ownership, makes them feel important."

What about lack of consistency in letterhead format? "We have a set of specifications. We're supposed to have our departmental or unit letterhead coincide with it. But there is flexibility. And even tho I generate my own computer letterhead, I use standard university envelopes as do most people here. So perhaps the goal of enhancing the university's image thru a consistent style is being achieved even tho we're playing with it."

With his IBM PC, Epson printer & a continuous roll of paper, Andersen does his own correspondence from letterhead to finish without moving from his desk. "I can build them any way I want to. I can adjust all the type sizes and space them differently." By not having to sheet feed letterheads, "I can be working on something else and printing several letters at the same time. I just press a button and it works endlessly."