

¶The more money respondents make, the more likely they are to give low scores to business leaders, politicians & lawyers, survey finds.

¶Ratings for news media go down as respondent's age goes up: 77% of 18-34 yr olds give media an "effective" rating; 70% of 35-54 yr olds; 59% of 55 & over group.

USEFUL INFORMATION FOR PRACTITIONERS

¶Fascinating message strategy may result if Rep. Pat Schroeder (D-Colo) decides to run for president. Testing the waters in NH, she opened with "I think America is man enough to back a woman." Targeting working women & 2-earner families: "It gets frustrating to keep reading that women are in the workplace because they're tired of eating bonbons & watching soap operas. I mean, you're there because otherwise the mortgage doesn't get paid." And, "May your words be tender & juicy because you often have to eat them." Combatting the idea Democrats have to become more moderate: "If you try and look too Republican, they're going to vote for the Republican." Why she has no interest in the vice presidency: "In Washington, whenever we have a snow day, the nonessential federal workers are allowed to stay home, and that includes the vice president."

¶List of major worries from a survey of future-oriented books & articles published over the past year is included in World Future Society's "Future Survey Annual" -- a yearly volume of abstracts. Fears, from most important to least, are: 1) global economic collapse; 2) nuclear war; 3) environmental damage; 4) AIDS (the most rapidly growing, up from 10th last year); 5) instability in Mexico leading to economic, political & social crises (newcomer to the list); 6) "de-development" in many nations on the African continent, brought on by population & environmental problems; 7) worldwide & US unemployment; 8) world population growth straining the resource base; 9) energy problems; 10) water shortages. 246-pg volume, featuring abstracts of over 700 works, is due July 1. (\$25 from World Future Society, 4916 St. Elmo Ave, Bethesda, Md. 20814; 301/656-8274)

¶New program has hospital doing what it does best and serving its employees at the same time. Frisbie Memorial Hospital (Rochester, NH) has opened a day care center for employees' sick children age 6 weeks to 12 yrs. "TLC & More" is run by pediatrics dep't, has an hourly charge, requires pre-registration. "We are extremely pleased with the response. So much so that we are evaluating the program to see if it should be expanded to the overall community," says Pam Dupee, pediatrics head nurse.

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. CPRS' newly elected ofc's: pres, Allan Sinclair (vp-gov't & pa, Council of Forest Industries of B.C., Vancouver); pres-elect, T.A.G. Watson (dir corp comms, Tricil, Mississauga); vp, Johanne Ricard (comms svcs,

Alliance Mutuelle-vie, Montreal); treas, John Francis (chrm, Francis Williams & Johnson, Calgary); sec'y, Edward Sampson (regional mgr comms, Energy, Mines & Resources, Halifax).

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The Weekly Newsletter of Public Relations,
Public Affairs & Communication

Vol.30 No.25
June 22, 1987

603 / 778 - 0514

NOTHING OFFERS FOCUS, IMPACT & MEMORABILITY LIKE A POSTER; IN THE BATTLE AGAINST COMMUNICATION BURNOUT, THEY FLOURISH

Many practitioners think of posters as corny, gimmicky or (worse yet) advertising. Compared to wordier, more complicated media, they deliver -- like a lyric poem & its immediate punch vs. a long novel which never gets read.

Posters can: a) reach out & grab an audience even if it wants to ignore them; b) utilize the power of graphics, which everyone is into today because of video; c) offer chance for memorability with their short creative copy lines. Tho they are a "simple" technique, you must "make the most of the medium," advises Mintz & Hoke (Avon, Ct.) which uses posters frequently...& powerfully.

1. First you need "a dramatic & powerful visual," Mary Farrell, vp & dpr, told prr. For example, M&H's poster promoting a concert by Oscar Peterson featured a pair of hands draped in satin on a piano keyboard. "He doesn't perform very often so we visualized his mystique." Headline followed thru with "Unveiling of a legend."

2. Posters should also achieve an emotional impact. Strong emotional connections often come from "making you think of something in a way you hadn't thought of it before." Child abuse poster is an example: small boy is shown sitting in back seat of car with his seat belt unbuckled. Headline reads, "The most common form of child abuse."

Poster to recruit college students to Aetna's actuary career info sessions is another example of seeing something in a new way. Huge headline reads, "Math Nerd." Pictured is an attractive top exec from Aetna who "hardly looks like your stereotypical math nerd. The idea was to shatter the myth that actuaries are dull, boring bean counters who sit in the corner all day." Poster was so popular students kept taking them off the walls.

3. Posters get around...& stay around. Often people ask for prints to frame & keep -- or steal them as they did "Math Nerd." "So they have value as mementos, they have staying power" beyond their initial use -- an added advantage. The great ones are sold in art stores. Average ones get posted in offices & homes. In a

To be effective, posters should be: 1) Single minded -- "If it's cluttered, you don't know where to look. You lose the impact you could get by using all the space for one smashing message." 2) Immediate -- "Treat it like a billboard; people don't have a lot of time to read it." 3) Achieve an "aha!" -- "I judge posters by their 'aha' value or the 'Oh, I never looked at it that way.' Then it's probably getting a strong message across."



legislative issue campaign last year, advocacy group felt confident its bill would pass when their poster turned up in the offices of 2/3rds of the lawmakers.

POSTERS WIELD PSYCHOLOGICAL FORCE Mainly used as an awareness device, posters can do much more. Their power lies in a basic concept -- getting people visually comfortable with something. For example, people may intellectualize that they're comfortable with people who are different from them. But when they see this difference they have to confront their feelings about it. This concept was behind Abby Rockefeller's art project depicting God/Christ/Buddha/et al as Blacks, American Indians, Orientals. Her intent: to get people to see a strongly believed concept differently. Once they see, and become emotionally involved with what they see, they're forced to deal with it -- to seek catharsis.

During the 50s, Black leaders used this concept. They worked to get Blacks into ads. Those people who previously intellectualized within their monochrome neighborhoods that they weren't racist, were forced to confront their feelings when they saw Blacks in magazine ads.

Special Olympics posters do the same thing. Most people will intellectually say they are sympathetic & have understanding for the mentally retarded. Striking posters force people to confront their feelings. Close-up photo of young man with Down's Syndrome carries the copy: "He can bench press 200 pounds. No wonder he's special."

Will using this psychology bring immediate acceptance? Not likely. But until problems are faced and there's emotional involvement, you can't achieve change.

BIZ GROUP REPORT ON "PA" RELEGATES "PR" TO PUBLICITY Conference Board study of 302 (mostly giant) companies' public affairs functions (really public relations) shows that more than 1/3 have increased

staff size since '84. 40% stayed the same; 25% experienced reductions. Financial institutions, wholesalers & retailers and utilities registered the biggest increases; transportation & durable goods the biggest declines.

31-page study, "The Organization & Staffing of Corporate Public Affairs," includes 9 program areas under the direction of "public affairs" -- 1) gov't rels, 2) public relations -- what they define as "relations with press, radio, tv & other media, and sponsorship of special events & programs....," 3) community rels, 4) international pub aftrs, 5) investor & stockholder rels, 6) corporate contributions, 7) institutional adv'g, 8) employee comms, 9) issues mgmt.

Study's findings show "public affairs" is the choice of most companies to designate the function. "The senior person responsible for all or most key program areas has a 'pub-

Conference Board clearly dislikes term "public relations." 10 years ago, a predecessor report was entitled "Managing Corporate External Affairs." It claimed to be "a first look" at what was then "a rapidly growing new (sic) field." Since they shared a building with PRSA, this is hard to fathom. But as if to prove the point of PRSA's terminology task force report (pr 4/13) -- which found "public relations" the generic term because the public in fact uses it as such -- a NYTimes review of the Conference Board study used "public relations" just that way. It speaks of "public relations personnel" & "a new emphasis on public relations." Report could be a disservice -- pushing field in a misleading direction, intensifying turf wars when a coalescing of functions is indicated.

lic affairs' title more often than any other (40%) -- with 'corporate communications' a prominent but distant second," (23%). Other contenders are: corporate relations or affairs (13%), external relations or affairs (4%), gov't relations or affairs (3%), all others (18%). Public relations is not listed. (Copy from CB, 845 3rd Ave, NYC 10022; 212/759-0900)

BUT COUNSELORS CASE STUDY BOOK SHOWS BROAD GENERALIST DIRECTION The profession has gone from "traditional services to business-wise leadership." Moving from WWII days when publicity & press agency were the major activities, public relations now offers "research-based, results-oriented, change-sensitized, business-centered, socially responsive service to clients."

Thus finds 3 years of investigating the direction of public relations as chronicled in Strategic Public Relations Counseling: Models From The Counselors Academy. Authors Norm Nager & Dick Truitt gathered information from 200 interviews with counselors & client execs, 300 case studies, 150 speeches, articles & books. Nearly every well known counselor shared the "what" & "how-to" of their strategies, as well as the "why."

10 chapters provide insights into creativity, audits, problem solving, challenges from clients, psychographics, network analysis, applying psychology, marketing strategies, presentation strategies, planning growth, applying technology, relationships with ad agencies, building professionalism. Book advocates use of public relations "firms" or "consultancies" instead of "agencies."

Furthermore, says Bruce Rubin (Miami): "Counselors will be exploring & charting, and in the process they'll not merely be among the first to identify social & business trends -- they'll often be at the leading edge."

Book is targeted at a) senior & mid-level counselors, b) administrative, mktg, adv'g & public relations execs in corporations & institutions -- for understanding what counseling firms offer clients, c) journalists -- to illuminate the professionalism of modern counseling firms, d) academicians -- to provide an overview of the psychology & pragmatics of counseling, e) members of pr societies -- useful for professional development programs. (From Longman, 95 Church St, Dep't P, White Plains, NY 10601-1505; 376 pgs, \$34.95)

USEFUL RESEARCH FINDINGS: LOTS OF DATA ON HOW ORGANIZATIONS COMMUNICATE, NOW HERE'S ONE ON INDIVIDUAL PROFESSIONALS Communications effectiveness of people in various fields was rated by 500 Michigan residents. Doctors are perceived as the best communicators, rated effective by 74%. 71% chose their immediate supervisors; 70% the news media, according to phone survey by Casey Communications Mgmt (Southfield).

Ranked at top of the list are those who communicate on a 1-to-1 basis, says Jeff Caponigro, exec vp. Other ratings: a) top mgmt (where your spouse works), 67%; b) consumer advocates (like Ralph Nader), 62%; c) religious leaders, 60%; d) business leaders (as a group), 59%; e) auto industry leaders, 47%; f) labor leaders, 43%; g) lawyers, 43%; h) professional athletes, 42%; i) politicians, 39%.