

HI TECH PRACTITIONERS BEWARE:
COMPUTERS NOW HAVE VIRUSES

Or worms or trojan horses as they are sometimes called. These invaders contain some bit of code that hides itself in your computer after being introduced inside another program. Identified carriers include Bulletin Board Systems (BBSs), pirated programs, even mainframe computers.

"How does the virus work? They attach themselves to the 'System' or 'Command' file, often referred to as the 'DOS,' and infect every other disk they encounter that has a 'System' file on it. They don't go 'bump in the night' until they have infected a number of other disks. They are meant to affect your hard drive or several copies of your main system disks. They often leave a cryptic message informing you that all is not well, just before running a 'FORMAT' command, thereby destroying all your stored information," writes computer consultant Dave Loomis in Peek & Poke (Westbrook, Me.).

To reduce chances of infection, Loomis recommends you do not a) try a new download with a valued disk in the drive, b) try a new download with the hard drive connected, or without covering your write-protect notch; c) forget to completely reset the computer after trying a new download, d) share disks, programs, computers, or hard drives with friends. And e) don't allow unrestricted access to your computer.

WHO'S WHO IN PUBLIC RELATIONS?

ELECTED. 1988 Foundation for Public Relations Research and Education officers: pres Paul Alvarez (chrm & CEO, Ketchum Public Relations); vp Robert Carboni (vp comms, Northwestern Mutual Life Ins Co); vp J. Kenneth Clark (vp corp comms, Duke Power Co); treas Stephen Kaye (vp, corp comms, Illinois Tool Works). New 3-yr trustees: Curtis Linke (vp comms, Pratt & Whitney); William Parker (corp dir comms, CPC Int'l); Robert Sells (dist staff mgr news rels, Southwestern Bell Telephone); Walter Walsh (vp, corp rels, Principal Financial Group).

Died. Norman Dann, retired vp pr, Imasco Ltd (formerly Imperial Tobacco Co), Montreal & former nat'l pres of Canadian Public Relations Society.

APPOINTED. Elizabeth Kovacs, (evp, PRSA) named a Fellow of American Society of Ass'n Execs.

HONORS. Named as distinguished alumni are: Daniel Edelman (chrm, Daniel J. Edelman, Inc.) by Columbia University; Frank LeBart (pres, Foundation for Pub Rels Research and Educ) and Martin Stanley Bander (dir, news & pub affrs, Mass General Hospital), both by Boston University.

A virus has infected Macintosh computers at NASA as well as at Apple's Washington sales offices (and is probably dispersed widely thruout the country, believes the gov't employee who discovered it). Virus contains "time bombs" that are activated 2, 4 & 7 days after a disk is infected, explains Info World, a PC newsletter. Virus manifests itself in many ways causing printing problems, system crashes & faulty disk accessory operations. All applications -- including system files -- must be deleted in order to remove the virus. Apple spokeswoman Cynthia Macon urges users to write-protect original program disks. An investigation has been launched to find the virus' creator. Apple intends to prosecute the person(s) responsible for this "criminal act."

pr reporter

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DOW CHEMICAL'S "TAKE INITIATIVE PROGRAM" ON ORGAN DONATION
"WAS SPECIFICALLY CHOSEN BECAUSE IT HAD NO COMMERCIAL VALUE"

In social responsibility or community relations activities "there are always suspicions of 'what are you really in this for?' We didn't want that. Initially there was skepticism, but now it's disappeared. This approach proved to be a wise decision," Vicky Suazo, director of the 4-yr-old program, told pr.

Employee focus "is another reason for program's success," she believes. "It's something they can rally around & take into their communities" -- speaking to local groups, distributing info at fairs, etc. Thru guidance of a loaned exec & partial funding from Dow, more than 1 million Boy Scouts distributed 17 million brochures last winter. Results were so good the Scouts made donor awareness a permanent part of their merit badge program.

Objectives 1) Stimulate awareness nationally, 2) dispel myths, 3) position American Council on Transplantation (ACT) as key source for public education, 4) increase recognition for Dow as a socially-conscious corporate citizen, 5) provide an avenue for employee involvement.

Tactics 1. Main focus is concept of family discussion. Public is urged to discuss their feelings about organ donation with next-of-kin. Videotape, available to civic groups, schools, churches & hospitals, gives guidelines for holding family discussions -- a critical barrier to be overcome.

2. Media training workshop for transplant surgeons & procurement coordinators.

3. Wide assortment of materials, e.g. donor cards, family discussion certificates, prosaic piece about organ donation, buttons, posters, publicity guideline kits for transplant organizations, ACT membership applications as well as brochures & press kits. These filled an information void, became program's backbone.

4. Employee involvement thru a chairperson's kit, posters, special employee brochure & "Tracy's Gift" -- 10-minute film shown at plant meetings that tells the story of a kidney recipient who is the daughter of 2 Dow employees.

5. Legislation: assisted in passage of required request laws in 41 states. They mandate hospitals to set up systems for asking families of deceased patients about

Program illustrates successful strategy: a) find a winner & stick with it, instead of stream of 3-month efforts; b) let topic be a tad controversial, or at least emotional; c) look for unusual or new issues & be first; d) get in deep enough to own the subject; d) cover the bases programmatically as Dow did with its long list of tactical elements.



donation. Within year of passage, liver donations in Oregon increased 166%; heart donations in NY increased 122%; cornea donations in Calif up 40%; total organ & tissue donations in Ariz up 135%, according to Dow.

6. Toll-free phone line.

7. PSAs, most recently with Bill Cosby stressing the need for organ donations from blacks.

8. Partnership with NAACP -- just beginning -- to distribute literature thruout the black community. Media tour by prominent black transplant surgeon raised awareness among minorities.

9. Media tour by ACT's pres. discussing the issue of religions' attitudes toward donation. He sees a barrier in "religious misperceptions, fears & lack of knowledge of one's own religion's position on the issue."

10. Three Gallup surveys measured attitudes toward organ donation. Found 94% aware of the need, 70% more aware than they were 5 yrs ago, "so we know we've had an impact."

11. But 53% do not know that even with a signed donor card, family consent must be obtained by the hospital before organs can be removed. "That's why family discussions are so important."

12. Corporate outreach effort, "Make a Miracle, America," aims to increase private sector support by encouraging other companies to initiate employee donor awareness prgms. 50 have already requested kit which include instruction manual, videotape, donor cards, brochures. Workshop for participating companies is planned for fall.

13. Pilot prgm for dep'ts of motor vehicles in 2 states -- Ohio & Va. Employees at each office will be trained, printed info provided. "Now when drivers are presented with the option to sign a donor card as part of the license renewal procedure, they'll get the information they need to make an informed decision."

Results 1) Hundreds of thousands of donor cards requested; 2) thousands of Dow employees have signed them, 3) Pres. Reagan recognized National Donor Awareness Week, 4) public recognition to Dow for its involvement -- e.g., CEO named '85 "Man of Vision" by Eye-Bank for Sight Restoration, received C-Flag from President's Citation Prgm for Private Sector Initiatives, '87 Foundation Award from National Kidney Foundation.

REAL ISSUE OVERLOOKED IN SPEAKES EPISODE?

What put the Larry Speakes teapot tempest in perspective was not all the righteous media posturing but the Edelman firm's hiring of ex-Chicago mayor Jane Byrne last week. The question is what exactly can such celebrities provide to the public relations process? Are they hired because they are strategists? Because of skills not available from experienced professionals? Because of their knowledge of human behavior?

Maybe. If Byrne can help guide clients thru the labyrinthine ways of Chicago, or even serve as an opinion leader with certain publics (tho her hired-gun status may

hinder), that's valuable. If she's to be used for her celebrity or in order to get publicity, that raises serious problems -- and seems to be the dilemma Speakes really presented to Merrill Lynch.

Tough as it is to break thru the clutter these days, building solid relationships remains a hard headed, work-in-the-trenches, daily chore. Media exposure cannot accomplish it. Everyone in the organization is involved, not just some famous pr exec or CEO. Speakes' work in the White House was highly specialized -- and both easier & simpler in many ways than organizational pr practice. Instant recognition, being a celeb, the ability to open some doors -- that's a different role from solid pr practice. And a dubious one at best.

In recent years there's been much hiring of people into pr jobs because of who they know or they're well-known. This suggests that just getting to the right editor or official will solve the problem or open the opportunity. When it does, the matter is most likely superficial. True relationships, even useful publicity status, are built slowly over longer periods. Perhaps the real Speakes error was Merrill Lynch's -- trying to find a shortcut?

How to get across the difference between press secretaries & pr practitioners? Antics of the former have been putting the latter in a bad light for years. When Gary Hart's ex-press secretary Kevin Sweeney responded to the Speakes affair by saying most such folks including himself are liars, the need for a distinction became acute. But, now comes Paul Weaver -- a journalist, as are most press secretaries -- to say in The Suicidal Corporation that companies lie. Thru their pr staffs, of course. "I felt sick. My new boss was telling me that honesty would hurt business." He kept a journal of his days at Ford -- coincidence? Nobody argues dishonesty is acceptable. But why can only journalists define truth? Moral: don't hire them for pr jobs, either.

LITTLE-NOTED DRUCKER INTERVIEW HELPS ILLUMINE MANAGEMENT ILLS, REVEALS AGAIN WHY HE'S TOPS

The Chronicle of Higher Education a few weeks ago asked Peter Drucker -- who is basically a college professor -- some questions after Claremont Graduate School -- where he teaches -- named its management center after him. Useful quotes:

"Since management deals with people & not with things, management without values, commitments & convictions can only do harm." (He feels management is a liberal art that must draw on all the humanities & social sciences. Where does that put the number-crunchers?)

"Management always lives, works & practices in & for an institution. And an institution is a human community held together by the bond that, next to the tie of family, is the most powerful human bond -- the work bond."

"We started as business schools when it was believed that business was the one modern institution. But by now, we've become totally a society of organizations in which every single social task is being discharged by organized & managed institutions." (He believes biz schools shouldn't limit themselves to the corporate world because of the need for training in the nonprofit sector.)

"The country's elite business schools judge their success by one measure -- how much money their graduates make." (He believes the question for managers ought to be, "What do I want to do with my life?")