

- **Better retention of message.** A *Time* readership survey of a dimensional ad showed 72% retained a distinct association between the dimensional ad, the corporation which produced the ad & the services which that firm offered.
- **Higher, faster response.** Testimonials from users show high response rate -- Leo Burnett generated a 42% response rate; Schering-Plough (40%). *Daily News Record* said dimensional ad pulled 51% better than the printed 2-dimensional version.
- **Increased multiple exposure.** These pieces have pass-along readership since they are not thrown away as readily.
- **More emotion & reader involvement.** *Time* readership survey shows: 69% were favorably disposed toward the dimensional advertiser, compared to a 14% favorable rating among those not exposed to the dimensional ad.

(More info: Structural Graphics, 80 Plains rd, Essex, Ct 06426; 203/767-2661; fax 203/767-2451)

## ITEMS OF IMPORTANCE FOR PRACTITIONERS

¶ **\$1000 SCHOLARSHIP FOR STUDENTS THINKING OF WORKING IN GOV'T COMMUNICATIONS** is offered by Nat'l Ass'n of Gov't Communicators. There is also a separate \$1000 scholarship for NAGC members who want to improve their professional skills. Applicants for either scholarship must write a 500-word essay on "How to improve government communications with the public for the 21st century." Application deadline for fall term is May 31. (Info from NAGC, 669 S. Washington st, Alexandria, Va 22314; 703/519-3902; fax 703/519-7732)

¶ **PRSA DEBUTS QUARTERLY OPINION MAG.** *The Strategist* features commentary by non-public relations experts in a variety of complementary disciplines. Target audience is senior management. "Historically, public relations professionals talk to themselves, about themselves. We do not intend to perpetuate this one-dimensional habit," notes John Beardsley, pres. Will be sent to all PRSA mbrs; non-mbr subscriptions are \$48/yr. In addition, a controlled circulation program will put *The Strategist* into the hands of CEOs in corporate, nonprofit & gov't org'ns. (PRSA, 33 Irving pl, NYC 10003-2376; 212/460-1468)

## WHO'S WHO IN PUBLIC RELATIONS

**PEOPLE.** Richard Yarbrough (mng dir comms, Atlanta Committee for the Olympic Games, Athens) gives Univ Ga's Henry Grady College of Journalism & Mass Comn \$50,000 to create a scholarship fund for outstanding pr students.

**ELECTED.** PRSA's Counselors Academy 1995 exec cmte: chair, Danner Graves (pres, Communication Northwest, Seattle); chair-elect Gwin Johnston (pres, The JohnstonWells Group, Denver); sec'y-treas, Gary Myers (exec vp, Morgan & Myers, Jefferson, Wisc).

## DIGITAL IMAGING: IS THE PHOTO THEY SEE THE ONE YOU TOOK?

Airbrushing was tame compared to this. Digital technology makes possible almost total manipulation of any captured image. Changing heads on photos is no longer just a gag.

How important? "Photographic & video imagery has become an essential tool of decisionmakers," begins Dept of Defense's policy on "Alteration of Official Photographic & Video Imagery." But "emergence of digital technology has significantly increased the capability of altering" such imagery. Policy's objective is "to ensure the absolute credibility" of DoD imagery:

*Anything that weakens or casts doubt on the credibility of this imagery within or outside DoD will not be tolerated.*

Is the topic similarly vital to non-military organizations? Probably no one yet uses visual images like the military. But every practitioner has a stake in the credibility of visual material. Digital technology -- while revolutionizing photo/video development & transmission -- has put credibility at risk. (Copy of DoD policy from [pr](#))

## DOCTORED IMAGES NOW COMMON

In fashion footage & photos, legs are lengthened & breasts enhanced, eyes widened & skin flaws eliminated -- routinely. Customers are not made aware of this. Makeup, in comparison, is piddling stuff.

**Morphing** has been prominently featured in print & broadcast uses. Political tv spots in the Nov. elections used it to negatively portray opposing candidates. *Time* used it to show Bill Clinton turning into Jimmie Carter (Oct. 3 issue).

**Altered images** were used by *The National Enquirer* in covering the Simpson trial -- computer-generated bruises on Nicole Brown Simpson's face -- to the point that this false image nudged Judge Ito to sequester the jury.

**Visual tricks, including virtual reality,** are being employed so much in that trial's coverage that AP tv writer Scott Williams wrote, "As the case teaches us again & again, there's reality and then there's television."

*How do consumers of these images know what's real? Do we need laws or agreed policies to protect us, to tell us openly when the "original" has been altered -- like surgeon general warnings?*

Photo experts say airbrushing or otherwise altering a conventional negative cannot be disguised. But in digital imaging, what is an "original"?



Suppose the amateur videographer who filmed the Rodney King beating had wanted to predispose the outcome, to play out some bias or perhaps get even with someone? If he used digital equipment, how would we know?

Hi-tech is marvelous. But always seems to bring baggage -- in this case, at the worst time for organizations, for society & for practitioners, it raises another **trust issue**.

#### WHAT DIGITAL IMAGES MAKE POSSIBLE

At the Pentagon's Joint Combat Camera Center, photos shot somewhere in the South Atlantic come in seconds later, to be quickly screened & relayed within minutes to command posts in Japan -- or anywhere on land, sea & air. Highlighting, superenlarging & other needed emphasis or alteration can be done rapidly before the images are broadcast.

- **System consists of:** 1) digital cameras, 2) satellite image transmission, 3) electronic darkroom, 4) digital distribution & storage.
- **It enables these services to be offered:** a) electronic image delivery to desktop; b) CD ROM image collections; c) upgrade images received to high speed data (56KB); d) digital transmission of motion video; e) on-line media bank.

In *Rising Sun* by Michael Crichton, a woman is killed on the 46th floor of the new American headquarters of a Japanese conglomerate. To mislead the investigation, a videotape is altered using sophisticated software to change the identity of the killer. (Book includes a bibliography that addresses the issues Crichton raises in the story: "The conventional premise that direct foreign investment in American high technology is by definition good, & therefore should be allowed to continue without restraint or limitation. I suggest things are not so simple.")

#### DO UNLISTED NUMBERS MAKE PHONE RESEARCH SAMPLES MURKY?

More & more people are choosing to have unlisted phones (pr 4/3). What's the impact on research sampling? Does random digit dialing omit unlisted numbers? Does it make most phone polls worthless? No, says Jessica Prestegard of Survey Sampling, Inc (Fairfield, Ct). She told pr:

"We are able to reach unlisted as well as listed households. We dial into banks of numbers that the phone company is using. We know what the listed numbers are; the rest we call 'available' numbers -- they're in the banks of numbers but we don't know if they're assigned to somebody as an unlisted number or they're not assigned at all. So we wind up getting some disconnects in our sample."

#### COST OF LAWSUITS vs CORP DIRECTORS & OFFICERS SETS RECORD

A growing issue is the criminal prosecution of organizations, noted pr on 3/27. Growing -- and expensive! Average cost of settlements over the 9-yr period to '94, excluding defense costs, was \$4.6 million -- up from \$3.3 million in last year's survey.

- **Payments of \$5 million or more** constituted 25% of the cases; 5% involved payments exceeding \$25 million.
- **Average defense cost**, not including in-house counsel, was \$967,000 in '94 survey (vs. \$750,000 in '93).
- **Fastest growing area of new claims** is employee lawsuits (25% of all claims vs. 22% in '93). Shareholders filed the most (41%). Altho number of shareholder claims rose, this was the lowest proportion of shareholder claims in over ten years of the survey. Other claims were filed by customers & clients (21%); competitors, gov't entities & other 3rd parties (13%).

Wyatt's survey is based on responses from 1,231 for-profit companies operating in the US with a total of 849 reported claims over the period. (More: 617/237-3222)

#### OVERSATURATION OF MESSAGES RESULTS IN CONSUMER CONFUSION

Study of long distance services shows what happens when One Clear Voice is missing. 78% of 1000 respondents report being **sick of all the advertising & hype from phone companies**.

1. This feeling was stronger among those with incomes of \$50,000 or higher (89%) & those in the 18-34 age range (83%) -- important markets for long distance services.
2. 59% say they're confused about available calling plans. 60% feel all the major providers charge the same. In spite of this, 62% agree that by choosing the right provider & calling plan, you can save a lot of money on long distance calls. Confusion reigns despite -- or perhaps because of -- the competitive overcommunication.
3. In a separate survey, data indicate that cost savings is not the only factor in the choice of a provider; only 50% believe their choice is currently saving them money. *Loyalty* was mentioned as a reason as often as *cost savings*.

(More from CDB Research & Consulting, 1633 Broadway, NYC 10019; 212/887-8123; fax 212/887-8124)

#### "STRUCTURAL GRAPHICS" CUTS THRU OVERCOMMUNICATION CLUTTER

"Flat" printed materials are increasingly ignored, lost in the crowd. Structural graphics (dimensional pieces...like pop-ups) get results. Consider these benefits of 3-dimensional materials, as indicated by research:

- **Increase awareness.** Few tools break thru clutter better than movement, sound & dimension: a) 96% of *Time* readers recalled seeing a dimensional advertisement. b) Starch Readership findings indicate dimensional inserts achieve twice the recall value of ordinary 4-color spread ads. c) Survey by McCann-Erickson indicates 3 of 4 prospects looked at dimensional mailers as soon as received.