

USEFUL ITEMS FOR PROFESSIONALS

Today's hottest health topic -- taking charge of your own well-being -- is subject of new film for employee or club program use. "The Wellness Revolution" covers dieting, jogging, nutrition, kicking habits, managing stress. 27 mins, commissioned by John Hancock Insurance. (Distributed by Modern Talking Picture Service, 5000 Park St. N., St. Petersburg, Fla. 33709.)

PSA on First Amendment sponsored by PRSA will go into tv distribution in Jan. Color, 30-sec, s.o.f. announcement features freedoms of religion, speech, press, assembly. Opens with black choir singing majestic anthem. Close-up at end shows protester with placard, saying "If ya got a gripe, you've got the right to say so." Identification is handled simply, with visual of PRSA logo & name while voice-over intones "The First Amendment protected." (To assure distribution in your area, contact the volunteer producer & distributor, Planned Communications Services, 12 E. 46th St., NYC 10017; 212/697-2765.)

Bringing pr in-house is a boon to middle-size counseling firms. Harold Wolfson of Rubenstein, Wolfson & Co. (NYC) says it is not unusual for a major organization to hire a half dozen or more outside, moderate-size consulting firms to handle various special areas, rather than hire one mammoth firm to do the whole job. "I think the corporate professionals are no longer flim-flammed by size and number of offices. They want quality service from quality practitioners who work on their account. The upshot is that there are growing numbers of jobs in the middle-size firms." Objectivity, specialized skills & extra manpower during peak periods remain reasons for use of counsel.

Instead of dull cardboard backing for photo releases, Foremost-McKesson (S.F.) uses attractive tagboard folder which discreetly promotes company & product categories. All-type design in 3 basic colors folder has bottom and left-side flaps to secure inserted materials. (Ask company's new vp-corp rels Marvin Krasnansky to share sample. Address One Post St., S.F., Calif. 94104.)

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. 1980 officers of National Investor Relations Institute (D.C.) are: pres., Peter G. Osgood (pres., Newsome & Co., Boston & NYC); vp-education, Albert J. Melrose (corp dir inv rels, Lockheed, Burbank, Calif.); vp-gov't affrs, Jay DeBow (chmn, DeBowSpencerWood, NYC); vp-mbrship, N. John Douglas (dir inv rels, Castle & Cook, S.F.); vp-mbrs svcs, Don Maher (vp-comms, Airco, Montvale, N.J.); sec'y, Deborah E. Kelly (dir shareholder rels, Esmark, Chi.); treasurer, Kay Breakstone (dir inv rels, Kennecott Copper, NYC).

1980 officers for Florida Public Relations Assn are: pres, William V. Fenton Jr. (dpr, Pearson Clarke & Sawyer Adv-PR, Lakeland); pres-elect, Richard L.

Whalley (GTE Data Services, Tampa). Vice presidents are Joseph Curley (Fla. Cypress Gardens)...Patricia Anne Trubow (Alachua Gen'l Hospital, Gainesville)...Kay Bartholomew (Seminole Gen'l Hospital, Sanford)...Herb McRae (Florida Forestry Assn, Tallahassee). Susan T. Couvillon (Central Telephone of Florida, Tallahassee) is treasurer.

PEOPLE. Carolyn Worthington joins Foremost-McKesson Wine & Spirits Group (NYC) as dpr...Norman S. Helm named mpr, Connaught Laboratories Ltd. (Toronto)...Maryann Brady becomes dir public & client rels, Albert Ramond & Assocs (Chi.)...J. J. (Jack) DeGange joins Dominion Bridge/AMCA International (Hanover, N.H.) as mpr.

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DON'T THINK ISSUES ARE DEAD BECAUSE THEY'RE OUT OF SIGHT;
"MYTH OF BLACK PROGRESS" HIDES FORCE MORE POTENT THAN
EMERGENCE OF HISPANICS, URBAN LEAGUE HEAD TELLS PRSA

Issues don't disappear just because our attention shifts, cautions Vernon Jordan, pres., Nat'l Urban League. Speaking at PRSA's 32nd National Conference he warned that "neglect of social issues has tarnished the image of many institutions." Because of the long drive for civil rights, Jordan finds many blinded by "myth of black progress" to socioeconomic facts: 1) "Blacks today are boat people without boats," and 2) "Progress is no substitute for full equality."

Many speak of "black community" as if it were monolithic. Phrase should be plural -- black communities. "We may disagree on the Palestine Liberation Organization, but not on the Black Agenda for social action." Media are guilty of this "form of discrimination": "If McGeorge Bundy and Henry Kissinger disagree on foreign policy, it doesn't make the front page of the NYTimes. When Jesse Jackson and I do" -- as happened recently about PLO -- "it does."

Social issues today affect all races and types of people, says Jordan. Decay of the cities is an example. Blacks may live there, but whites own the buildings & businesses and go to restaurants and theaters there. If cities are untenable, who is the real economic loser? He quotes Whitney Young: "We may have come over here in different ships but we're all in the same boat now."

Hispanics Lack Clout
Of Own Institutions,
Will Work With Blacks

"The Spanish - Hispanic - Puerto Rican communities -- you must use different terms depending on where you are -- " have a fundamental problem: no infrastructures. Numbers alone don't make a minority strong. Institutions do, and they've developed few if any. But blacks have 106 colleges, some over a century old. NAACP and Urban League have been around for 70 years. Jordan predicts coalition of blacks & Hispanics for the '80 elections: "A soul song with a Latin beat."

Meanwhile, Denver will get a fulltime Spanish tv station next month. Ch. 31 to offer 100 hours of programming weekly. Is 17th affiliate of SIN, Nat'l Spanish TV Network -- which plans 100 by 1981. 7 million viewers daily saw the Pope's visit via SIN. Blacks now organizing cable tv net to reach 4.5 million households.

NEW PR TOOLS MISUSED
IS VIEW OF RESEARCHER

Public relations developed two innovations in the 70s -- and both have been counterproductive, in the view of Jim Lindheim, sr vp, Yankelovich, Skelley & White. In "personal comments" to PRSA conference, the social issues researcher identified constituency building & issues management as the new techniques. He says they have



1) been a major force in fractionalizing the body politic and 2) do nothing about the major problem, regaining public confidence.

"No institution can claim that these tools have been used to -- or succeeded in -- solving the confidence problem." In fact, he finds they are "used to keep change at bay, to keep it away." Society is changing, institutions are not, really. They're meeting the old needs but not the new ones.

Lindheim sees these new techniques as valuable: "required for building institutional responsiveness to a changing world." His disappointment is that they are used to "protect institutions from change." In the 80s he foresees practitioners applying them successfully to:

- building loyalty by meeting people's problems, whereas now organizations concentrate on saying they have problems;
- dealing with the rising focus on self: "people don't want to hear your story, they want you to listen to their story."

Factionalism was universally damned by other speakers. Political analyst David Broder says single issue groups have bypassed political parties by using all the skills of modern communications. "Exaggerated individualism & hyper-pluralism" changed the electoral system. Past leaders were chosen by political peers. Now we have an open but fragmentary process of election by tv appearances. Columnist George Will believes the proliferation of factions increases the manipulation of public opinion.

Alternative terminology to "issues management" is "issues communications management," used by Marshall Lewis, dir corp comms, Union Carbide. In an interview with Cantor Commentary he says implying "any corporation or private institution can 'manage' an issue that is by definition in the public arena smacks of cynicism and manipulation." His term suggests "an overt and planned way of coordinating and directing the communications effort of the organization." (Copies from the Cantor Concern, 39 W. 55 St., NYC 10019.)

ASS'N PRACTITIONERS HEAR HOW TO WORK WITH LAWYERS: YOU MAY NOT LIKE IT BUT...

"Lawyers and public relations practitioners serve the same master and seek the same objectives. They just go about it differently," says atty Carol Crawford, counsel to Amer. Textile Machinery Ass'n.

"Lawyers don't thwart the objectives of public relations; they serve as advocates as well as protectors." Some advice for working with lawyers:

- 1) Learn to compromise the "public relations good vs. the legal ramifications by developing a mutual understanding with the attorneys, working as a team on a common ground," advises Christopher Bevevino, ATMA staff vp responsible for pr. ATMA CEO Harry Buzzard, Bevevino and Crawford work closely together. They meet biweekly and consider legal counsel part of the staff. Monthly legal report is featured in membership newsletter.
- 2) Buzzard recommends "a procedure to deal with communicating legalese." "Lawyers are criticized for their need of precision," Crawford feels. "However, glossing over areas is an open door for trouble. It's to everyone's benefit to clarify."
- 3) "Lawyers should be considered co-equals with the public relations staff," thinks counselor John Jay Daly (Wash., D.C.). "Lawyers tend to say 'no'; therefore, it's up to the pr staff to consider back-up contingencies."

4) "Public relations practitioners have the responsibility to know when to seek legal advice," notes John Stowell, vp-pa, Nat'l Assn of Home Builders.

CUTLIP RECOUNTS HISTORY TO SHOW WHAT MINORITIES CAN DO WITH EFFECTIVE PR

While others noted the rise of single issue factions, author & teacher Scott Cutlip showed in the 18th annual Foundation Lecture what such groups can achieve through public relations campaigns. Adoption of the U.S. Constitution he called "the triumph of an organized, smartly generated minority over an uncoordinated, somewhat disorganized majority." Hamilton, Jay & Madison were the "pr experts" who did it.

They replicated an earlier case, when Sam Adams originated the practices of "the simplistic slogan, the staged event, the use of symbols, and getting your interpretation of events to the public first." Cutlip emphasizes: "The American Revolution was not a popular uprising. The fact is that our colonists were not an oppressed people. These Adams-led geniuses of propaganda were among the first to demonstrate the power of an organized minority carrying the day against the apathetic, disorganized majority of citizens and against a government remote and out of touch." (Copies from Foundation for Public Relations Research & Education, 845 Third Ave., NYC 10022.)

COLLEGE MARKETING, GOV'T RELATIONS NEED PUBLICATIONS POLICY

What prospective students want from colleges or universities (in addition to financial aid):

- faculty that gives extra time
- sense that the institution has quality & prestige
- opportunity to be listened to and play an active role in their education
- career-oriented programs

Adolph Mayer, dpr, University of Denver cited these findings from study done by Stuart Weiner for Educational Institutions Section of PRSA. He said publications policy must now gear to creating these appeals where they did not exist, dramatically focusing on them where they do. This is working in his admissions program.

Best media for grassroots gov't relations program: existing ones, revamped if necessary, e.g. alumni magazine, faculty newsletter, news releases, annual report. Don't create new ones says Sharon Loder, dir, univ. rels & pub info, University of Missouri (Columbia). Use statistical analysis, not rhetoric to prove case. Get internal stories to external media to win grassroots support. Or send marked copy of faculty newsletter to alumni -- in envelope of alumni publication -- to emphasize credibility of message. Get presidential backing before attempting coordinated media campaign on government relations issue, she warns.

Media advice: ask tv interviewer in advance what story line is; assert your position early and positively so you aren't trapped into playing catch up.