

TREND: FLORIDA PRINTS
COST OF PUBLICATIONS
RIGHT ON DOCUMENT

State of Florida insists on cost accountability for printed gov't documents published in run of 500 or more. For instance, back cover of vocational education brochure carries name of dep't, commissioner, affirmative action statement followed by open accounting: "This public document was promulgated at a cost of \$3,396.96 or \$0.679 per copy to provide business and industry with information concerning Florida's Industry Services Training Program."

Law requiring disclosure was enacted six years ago. Also requires mailing lists to be purged every two years, according to Howard Friedman, exec. ass't commissioner, Dep't of Education. Included in cost estimate is staff time, distribution time as well as printing and distribution costs.

Hidden benefit, Friedman says, is to make staff more aware of cost-effectiveness. He believes practice is trend, has already been adopted by some other states. Could prove helpful for corporations, hospitals, private agencies to track & explain costs. Publishing info on shareholder materials could please this public which is also insisting on accountability.

H&K ISSUES FIRST
ANNUAL REPORT:
COMPETITIVE PRESSURE?

Amid growing reports it is being challenged by other firms, world's largest public relations consultancy has issued its first annual report. Hill & Knowlton's intricately designed & printed piece notes outstanding growth, impressive statistics. Employment stands at 754, up from 531 in '75. New clients in current fiscal year total 46, contrasted with 31 in '78, 25 in '77, 14 in '76, 10 in '75. Fees were \$27.8 million, increase of 23.4% over last year's \$22.5 million.

Firm has 11 U.S. offices, 22 others around the world. Services rendered by category last year: corporate relations 25%, public affairs 23%, marketing 23%, financial service 18%, research 11%. Attractive, large type, 8½ x 11 booklet opens with essay, "Does public relations affect the bottom line?," which likens pr with research & development. Both "deal with the present while representing an investment in the future."

WHO'S WHO IN PUBLIC RELATIONS

APPOINTED. Rea Smith, recovered from illness which terminated 22-year tenure at PRSA, named exec dir Foundation for PR Research & Education, announces Pres. Dorothy Gregg. Job will utilize her organizational & fund-raising skills, plus extensive contacts, to make Foundation prime research & professional development agency.

PEOPLE. American Medical International (Beverly Hills, Calif.) promotes Jennifer S. Flinton to vp and Timothy C. Kent to asst vp, corp comms dept...Billie Brown appointed dir corp comms, Corning Glass Works (Corning, N.Y.)...McGraw-Edison (Elgin, Ill.) names Robert J. Stone dir comms.

General Motors (NYC) reorganizes pr staff: R. T. Kingman Jr. becomes dpr, DC office; Thomas J. Mullen becomes dir pr planning; Alvie L. Smith becomes dir corp comms; and Clifford D. Merriott heads pr ofcs in NYC & DC while continuing as dir news rels.

Lawrence P. Galanter named mgr news bureau, PPG Industries (Pittsburgh)...Hugh D. Travaille becomes vp gov't rels Potlatch Corp (S.F.)...Hallmark Cards (Kansas City, Mo.) names James R. Cozad div vp, mkt rels...Gary I. Kastel becomes vp corp comms, Centex Corp (Dallas)...Allied Chemical (Morris Township, N.J.) names David G. Powell sr-vp pub affrs...3M (St. Paul) appoints Samuel P. Bates dpr for int'l rels.

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PRESS CLUB MEMBERSHIP: PROFESSIONAL WAY TO MEET THE PRESS
OR UNETHICAL RIPOFF BY DISDAINFUL BUT NEEDY JOURNALISTS?
DALLAS INCIDENT ILLUMINATES 2ND CLASS STATUS OF PUBLIC RELATIONS

Recent spate of articles lambasting public relations in emotional tones comes from the trenches of working journalists -- the ink-smearing reporters & editors with narrow notebooks sticking out of back pockets that one expects to meet at the local press club. An extreme example by Dallas Times-Herald columnist Bill Porterfield elicited two responses which pose important questions for practitioners.

Public relations people are "trained liars," he writes, who "pretend to be of help but are really a hindrance, whose reason for being is anathema to (the journalist's) code." He differentiates press & pr as "between being a hack for special interests and being a reporter on special assignment." Practitioners are "bionic technocrats with a part missing." They are "paid to varnish the truth," reporters are "paid to bare the truth." Porterfield is distressed j-school grads feel they can switch from one to the other without "disorientation."

Rebuttal #1 came from Norm Teich (Teich Communications) former Dallas PRSA pres. His equal-length reply printed in toto, with a friendly headline: Publicist offers a blistering defense of PR people." Teich writes he and most others enter the field deliberately, not as sellouts from another vocation -- "because I want to participate, not be a bystander sniping vicariously at real events created by real people in the real world." The only defense is for practitioners to work together to "get rid of the mudslingers, phonies and half-truth-tellers that still plague our ranks."

Rebuttal #2, from current Dallas PRSA head Tom Campbell (Dresser Industries), focused on Porterfield's lament that "eventually (public relations people) fill up the press clubs and drive all the real reporters away." In a letter to chapter members, Campbell announced his resignation from the Dallas Press Club. He explained that the columnist "attributed a sinister purpose to a pr person's belonging to a press club." Despite Teich's defense, "both the Press Club and Times-Herald have stood silently by." Campbell said this "raised a question of ethics that can no longer be ignored."

"You and I may have no ulterior motive in belonging to a press club, but as long as one reporter thinks otherwise, then we have a problem. The best way to resolve it, I think, is to withdraw.

"You may agree with those who say that the best way to change the system, to create better understanding between PR people and media people, is to work from within. I do not see this happening. For all our support, we are still relegated to associate membership in the Club. We are ineligible to hold office. And we receive no defense when our profession is castigated by the media. The best relationships with the media are not built on social contact, but rather on professional levels, according to the PRSA Declaration of Principles. In my opinion, it is time for responsible, professional PR people to stand up for their own high ethical standards." (Copies of Porterfield & Teich articles from prr.)



WHAT'S GOING ON THAT PRACTITIONERS NEED TO KNOW

- ¶Requiring major media organizations to hire nuclear specialists is proposed by Pres. Carter's Three Mile Island investigatory commission. Their job would be to help disseminate accurate information in case of an accident, said a UPI report. Move can be interpreted as both 1) blaming the media for TMI and 2) interfering with the press in as dangerous a way as erosion of First Amendment rights.
- ¶Deal with nicknames by starting a friendly one yourself, seems to be the implication of Washington Public Power Supply System's experience. With name like that, and initials WPPSS, shortening was inevitable. So, agency began calling itself "Whoops." Random House Dictionary says interjection is "used to express surprise, mild embarrassment, etc; or as a casual apology." Thus it demands willing suspension of disbelief. Still, info specialist Michele Saranovich told prr "it's a name we wish we had never started as we are currently building five large nuclear power plants." Contrast the harmlessness, even positive tone of "Whoops" with "Crashcade" for Cascade Airlines, its Washington State neighbor. Or with Fix Or Repair Daily for Ford, or Petty Graft & Extortion for PG&E (Pacific Gas & Electric).
- ¶What pr moves are political parties taking to shed their paper tiger status? Attractive street-level offices are one change. Parties traditionally operate out of third floor walkups or backrooms in low rent districts. In Connecticut's politically-charged capitol city of Hartford, both major parties sport neat, stylishly decorated headquarters in lively commercial blocks. Windows are not full of usual slogans or posters. Exteriors are well planned, including modern signage. GOP's more fittingly conservative street graphics consist of large, script-style, raised letters reading "Connecticut Republicans." Swinging other party's sign says simply, in sans serif, "The Democrats."
- ¶Over-the-border newscast, "Canada -- News from Home," will air weekly on 120 cable systems in U.S. incl. Hawaii. Satellite-fed program from Toronto is trying to penetrate Caribbean & European markets, according to Global Television Network. Aim is to reach millions of Canadians visiting or residing elsewhere. Complete package of news, sports, business, weather will be offered, exec producer Ken Mallett reports. Initial telecast Nov. 6. Mallett feels public is demanding "fast and accurate information from around the world, not just their own immediate environment."
- ¶Issue anticipation research charts public ranking of product safety categories. Finds another car maker with pr problems. Chrysler's financial woes are joined by Ford's safety reputation, reports Consumer Response Corp. 38% of Americans think Ford cars are unsafe, according to Product Hazard Alert Survey. Severity of problem is seen in GM's 6% rating. Chrysler is at 4%, imports 4%, American Motors 1%. Even Firestone, with huge recall troubles, is rated at only 4%. Rankings are based on scientific poll of 1,000. Autos cause most safety concerns (57%) followed by drugs (40%), foods (39%), cosmetics (25%). More data from Consumer Response, 360 Lexington Ave., NYC 10017.
- ¶Rolodex card in place of conventional business cards works well to get media, clients, other contacts to telephone or write, reports D.C. consultant John Jay Daly. Rolo format places large-type phone number in upper right corner. Balance of space contains usual name, address, title, services info. Daly uses back to print blurb about firm, its specialties. He's used for over 6 years. A bit more expensive than ordinary biz cards since is punched to fit on rolo file. (Sample by sending stamped, self-addressed envelope to Daly at 918 16th St., Wash., D.C. 20006.)

HELPFUL PUBLICATIONS FOR PROFESSIONALS

- ¶In using in-house phone directory as info medium, small Illinois hospital goes Texaco one better (see last two issues). First page tells, in large readable type, 1) how to practice good telephone pr for Burnham Hospital (Champaign), 2) how to handle calls from media, 3) how paging system works. Emergency instructions cover special alarm codes announced over paging system, including fire or fire drill, hospital disaster, community disaster, national disaster. Also tornado alert. Attractive blue paper booklet urges employees to be familiar with hospital's Fire Plan, Disaster Plan, Tornado Preparedness Plan. Red alert system for cardiac arrest is explained. Feedback feature appears on back cover, headlined "How to Revise this Directory." It's a correction form. (Copies from Sandi Kauffmann, dir of mktg, 407 S. 4th, Champaign, Ill 61820.)
- ¶Foolproof matching of colored stocks with colored inks has been systematized for S. D. Warren papermakers by Ketchum MacLeod & Grove. Scott Color Wheel is easy to use, links 10 basic inks with 9 paper colors. After colored stock is selected, wheel tells which inks to use, which to avoid. Both one and two-color jobs can be planned this way. Using two ink colors and colored stock is less expensive way to approach full color feeling. Carnegie-Mellon Univ. graphics professor William Libby advises theory is to use warm color inks on warm stocks, cool inks on cool papers. (Available from paper merchants; for list write S. D. Warren, 225 Franklin St., Boston, Mass. 02101.)
- ¶Anglo-Jewish press in U.S. & Canada are listed in new guide by publicist working with these media for several years. Ray Kestenbaum's compilation includes 330 newspapers, magazines and journals "serving informational & educational needs of Jews." Combined circulation is 4 million; despite loss of ground by many ethnic media, this is up from 3,350,000 in 1950. Radio & tv shows, student press are also given. Kestenbaum says "Jewish families watch television less and read more" than average households. "They are generally well educated, tuned in to the issues, very brand conscious and have a disposable income considerably greater than average." Issues followed by this audience, and covered by its media, according to "Anglo-Jewish Media List," include Israel, Middle East, world & national affairs, family, society, home management, travel, food, entertainment, investment, business & commerce, books, health, beauty & fashion. (52 pgs, \$38 from R. K. Communications, 98-15 65th Rd., Rego Park, NY 11374.)
- ¶7th ed. of security analysts guide is available. Contact information for 52 industry "splinter groups" in N.Y., Bos., Chi., L.A. and San Francisco is given, plus data on 48 regional societies in U.S. & Canada. Heads of splinter groups, chairpersons of regional societies are listed with addresses & phones. ("A Guide to Security Analysts Groups by Industry & Region, 1979-80" is \$5 from David Gottlieb Assocs., 123 Ferndale Rd., Scarsdale, N.Y. 10583.)
- ¶Newsletters, "the invisible press" or "the fourth and a half estate," are listed, described, analyzed and written about in Howard Penn Hudson's Newsletter/Yearbook Directory. 2nd ed. is useful for its editorial materials -- including essays and how-to's -- as well as for its complete listings in 156 subject categories. Alphabetical, geographical cross indices. Diverse, growing medium ranges from "Beer Marketer's Insights" to "Midwifery" and "Inside Footwear." (205 pgs, \$35 from Newsletter Clearinghouse, Rhinebeck, N.Y. 12572.)
- ¶Special Groups Media Directory 1980 covers print, broadcast outlets aimed at audiences not covered in traditional guides. Includes blacks, Hispanic, elderly, activists, young adults. (250 pgs, \$50 from Burelle's, Livingston, N.J. 07039.)