

heavy-handed ads; those that recognize the complete difference in technique required handle the advertising internally and/or have the help of public relations counsel.

Ad agencies' public relations dep'ts generally are confined to publicity and other limited communications functions; or operated independently, as in the case of Burson-Marsteller, Lesly notes.

WHO'S WHO IN PUBLIC RELATIONS

DIED. Joseph C. Radoff, exec vp and principal of Simon/Public Relations (Brentwood, Calif.). Well-known and highly respected nationally for work in financial relations and high technology pr.

SECOND CAREER. Tom Stephenson, dpa, DuPont (Wilmington, Del.) with company since 1941, will become dir alumni affrs, Phillips Exeter Academy (Exeter, N.H.) in May.

PEOPLE. Thomas E. Burke is promoted to sr vp-corp affrs & asst to pres, Marriott Corp (D.C.)...Bank of America Corp. Comms Ofc (L.A.) names Ronald Owens pio, and David M. Garcia asst pio...Gail M. Ackroyd becomes mpr, Unionmutual (Portland, Me.)...Joseph F. Awad (Reynolds Metals, Richmond, Va.) is named chmn, 1979 PRSA Honors & Awards Committee; Rolf D. Glerum (Rockey/Marsh, Portland, Ore.) chmn, 1979 PRSA Silver Anvil Awards and Amelia Lobsenz (Lobsenz-Stevens, NYC) chmn, 1979 PRSA PR for PR Committee.

Charles H. Hossack is promoted to mpr, Lukens Steel (Coatesville, Pa.)...Anne R. Warner becomes dpr, Lenox Hill Hospital (NYC)...Rush-Presbyterian-St. Luke's Medical Ctr (Chi.) names Bruce Rattenbury asst vp, philanthropy & comms...Hugh McCandless become dpi, Deloitte Haskins & Sells (NYC)...Norton Company (Worcester, Mass.) names John J. Ryan mgr, publicity of Abrasives Mktg Grp...Michael Kairis becomes mgr, comty rels, William Beaumont Hospital System (Royal Oak, Mich.).

Barbara Reynolds becomes dpr, Univ. of Minn. Hospitals & Clinics (Minneapolis)...Wells Fargo Bank (S.F.) names George F. Caulfield sr vp-pr...Philip Morris U.S.A. (NYC) appoints Stanley S. Scott vp-pa.

ACCOUNT EXECUTIVES. Judith G. Chrysanthis, Georgeson & Co. (NYC)...Timothy Corrigan, asst ae, Image Management (Milwaukee)...Kenneth O. All, Harshe-Rotman & Druck (L.A.)...Richard J. Toth, Aaron D. Cushman (St. Louis)...Marcia Gomley Klein, J. Walter Thompson (S.F.)...Maria Dennison, Anne Harvey, Julia Wolfe, Susan Daugherty, Fraser/Assocs (D.C.).

Susan Rodgers, Norma A. Lee Co. (NYC)...Becky Walker Osterberg, ae & fin'l comty liaison exec, The Financial Relations Board (Chi.)...Ilene Turbow, ass't ae, Hugo G. Schmidt, Robert Trafton, Thomas B. Eastland (L.A.) and F. Lawrence Sennet, asst ae, (NYC) Harshe-Rotman & Druck...Ann Anderson Duff, Stuart Jonap, Kathy Bauch, Rita Dale Houlihan, Jessie A. Vicha, Cathy Curtin, Daniel J. Edelman (Chi.).

Thom O'Connor, sr ae, Morag Hann & Co. (NYC)...Patricia McCloud, Aaron D. Cushman (Chi.)...Eileen Kimball, The Rowland Co. (NYC)...Jane Culjis, Cochrane Chase & Co. (Newport Beach, Calif.)...John Bailey, Ries & Geltzer (NYC)...V. J. Cavallo, Shaw Elliott (NYC)...Peter A. Morrissey, Clarke & Co. (Boston)...James Hendricks, Bergen and Lee (L.A.)...Ben Warner, Jr., Simon/Public Relations (L.A.)...Linda Lipman, Lawrence Moniz, Ed Zeidner, Richard Weiner, Inc. (NYC)...Kenneth B. Herz, Rowland Company (NYC).

ACCOUNT SUPERVISORS. Bernadette E. Janz, Image Management (Milwaukee)...George Bugbee, Glenn, Bozell & Jacobs (Houston)...Sheila Bonfiglio, Norma A. Lee Co. (NYC)...Chris Boehlke, Laurel Kennedy, Daniel J. Edelman (Chi.)...Andrew Tarvin, Churchill Group (Houston)...Steven Zeidler, Maureen O'Brien (NYC) and Nathan J. Silverman (Chi.), Harshe-Rotman & Druck.

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INTERNAL COMMUNICATIONS FLOURISHING: SURVEY SHOWS BENEFITS AND COMPENSATION SUBJECTS HAVE GREATEST INCREASE, LABOR RELATIONS AND PUBLIC ISSUES NEED MORE ATTENTION

Internal communications budgets and staffs are growing -- at least in 151 U.S. banks, educational institutions, utilities and industrial companies responding to Towers, Perrin, Forster & Crosby's Survey of Communications Practice.

Benefit communications has shown most dramatic increase, largely in response to ERISA (Employee Retirement Income Security Act). 97% of respondents now have programs; only 60% did before ERISA. Because ERISA requires written Summary Plan Description, booklets are the most popular medium, used by 91%. Other media used are internal employee publications (78%), memos and letters (73%), personalized annual statement of benefits (68% and considered most effective medium), and individual counseling (62%). Multi-media are used to clarify benefits for employees and to impress upon them that benefits cost money -- typically about 35% of base pay.

Compensation communications is also on rise because of employee interest, feeling they have right to know. 74% communicate on subject; only 44% did in '71. Individual counseling and internal memos/letters are media used most (49%).

Two-thirds of respondents deal openly with serious and sometimes controversial public issues affecting employer and industry -- pollution, energy shortages, inflation and gov't regulation -- TPF&C wonders why practice isn't more widespread and sees it, along with labor relations, as subjects most in need of attention.

In half of respondent organizations, personnel dep'ts (including industrial relations, human resources, employee relations) have responsibility for internal communications. Public relations, communications or public affairs dep'ts handle function in only a third of these organizations.

AFL-CIO PLANS COUNTERATTACK ON "UNION BUSTING CONSULTANTS"

After hearing detailed report on "growth industry of union busting," AFL-CIO Executive Council unanimously approved statement calling on affiliates to help expose and counter activities of these "consultants." "We will seek to determine who they are, who they represent, who controls them and who profits from their activities."

Pres. George Meany said modern-day consultants are throwback to Burns and Pinkerton strike-breaking agencies of earlier years, are making "a real science" of preventing unions from being formed and winning elections. One such firm, Modern Management Methods, Inc. (Chi.) has been publicized for deterring union formation on college campuses. MMM reportedly lost only 2 of 100 anti-union campaigns last year.

Labor leaders also took positions on:

- struggles with right-to-work forces
- revision of Hatch Act
- current trade negotiations and legislation
- bank profits
- growth of corporate power
- revision of Communications Act
- position on new health insurance legislation
- hospital cost containment

DO GRUESOME GRAPHICS PERSUADE OR SICKEN? SAVE THE SEALS AND INFANT FORMULA GROUPS USING THEM

Latest fundraising mailings of humanitarian organizations show return to old strategy. Pieces feature grisly picture postcards. Copy tells heartstring story, asks reader to write & give.

Question is whether gruesome graphics make -- or break -- the pitch. Consider these:

International Campaign to Save the Seals sends 4 pg., first-person letter. Copy describes hunt of baby seals, buttresses plea with slaughter statistics and quotes former sealers on senselessness of hunt.

Reader is taken thru actual "mechanics of death." Seal behavior is anthropomorphized so reader can identify seal's fate with that of human infant: "At that tender and vulnerable age, with his mother at his side, he wiggles forward, wagging (since he has no tail) his whole backside.

"He goes to meet, in a curious, friendly, playful way, the first human being he has ever seen and is -- by that same human -- clubbed on the head and skinned on the spot -- sometimes while he is still alive!"

In kit are two pre-addressed postcards which back up copy. One photo shows mother seal bellowing as she hovers over lifeless body of baby. Second, a sealer with poised bludgeon.

INFANT, coalition to stop sale of infant formula in Third World nations, uses similar approach. Copy pitching boycott of Nestle's, a formula producer, leads reader step by step thru mechanics of human infant death -- from mother opening formula tins to their placing tins on children's graves. Postcard shows naked, emaciated child, more skeleton than flesh. Also included is mailer addressed to Nestle's -- plus brief call to action from credible source, Dr. Benjamin Spock.

Foster Parents Plan, in contrast, uses photos but takes middle ground. Tho copy underlines poverty & uncertain future of kids, photos show full-faced children who are happy, questioning, wistful. New twist is call to action -- adopt now, pay later plan similar to subscription offer of magazines.

Some believe scare tactics like formaldehyde fetuses used by anti-abortionists are effective. Others say they're counterproductive, as in traffic safety campaigns which placed mangled autos on public display. Overly graphic treatment may raise ego defenses. If 42-year success record is any indication, middle ground offered by Foster Parents may work best.

AP WRITER FINDS DOCTORS, DENTISTS HIRING PUBLICISTS: "WHOLE NEW WORLD OF PR"

Representing medical professionals is a trend that has only begun, believe two NYC pr firms. National wire story reveals widespread practice of hiring professionals to get publicity for plastic surgeons, psychiatrists, eye doctors, diet doctors and nutritionists. Morton Wax (NYC) -- who

has as clients one of each -- is quoted as saying, "We found a whole new world of public relations."

Fees run as high as \$30,000/year, story reports. "Apparent" going rate ranges from \$1500-2500/month. One plastic surgeon claims he personally knows 25 MDs who retain publicity agents, is certain there are hundreds more. (For copy of article, write prr.)

IMPORTANT TO KNOW DIFFERENCES BETWEEN ADVERTISING & PUBLIC RELATIONS, SAYS LESLY, BECAUSE PR IS FAR MORE THAN COMMUNICATIONS

"The advertising man's channeled approach treats public relations as merely a phase of communications," responds Philip Lesly to suggestion

the two be "pulled together into one design" (pr 2/19). "Public relations is far more than just communication." Presenting it in "such a limited way" is like "a surgeon prescribing surgery for every illness because it's what he knows best and profits from." Seven differences he feels practitioners should consider:

1. Product advertising is hard-hitting, one-directional -- aimed at one purpose, selling products. Public relations is diverse, many-faceted. Single-minded, hard-hitting ads tend to be unable to deal with the nuances and subtleties required by public relations.
2. Sound public relations -- including public relations communications -- must be sensitive to the attitudes of many kinds of people, in many different situations. Advertising deals with a given public -- the perceived purchasers -- in only one situation. That leads advertising to approach every problem in the same way: making hard-hitting statements.
3. Advertising is oriented to taking action. Often the best public relations judgment is to avert action, to take indirect action, or to stimulate third-parties to act. In many situations involving gov't, minorities, consumerists, environmentalists and other groups, the direct-action approach is like a bull in a china shop.
4. Increasingly, what management wants from public relations concerns a wide array of publics -- employees, stockholders, gov't agencies, minorities, women, youth, conservationists, consumerists, etc., as well as dealers and consumers. Advertising thinks primarily about those who buy the product or service -- dealers and consumers.
5. Public relations is having to convince management it is capable of meeting the new requirements (rather than lawyers, politicians or others). Anything suggesting public relations is even narrower -- that it's really just communicating, and only interested in reaching dealers and consumers -- is harmful to the field and practitioners.
6. Inside corporations, it is increasingly evident that ad and pr dep'ts are being operated separately, tho both may report to the same senior executive. That is recognition the backgrounds, mindset and skills required in the two fields are different and should be kept separate. Various forms of communication are coordinated but should not be combined.
7. Analysis of organizations running advocacy or idea advertising reveals two things. Those that have their hard-sell product agencies do the campaigns tend to end up with

"Advertising billings are far higher than public relations fees. When they are combined in the same office, the weight of dollars almost inevitably swings to advertising. That's why in many combined ad-pr firms, the pr executives are forbidden to advise clients, for fear they may advise something much less expensive than paid advertising." -- Philip Lesly