

6. Newspaper reporters will usually deal in greater depth and require more information for their stories than the other media.
7. Prepare a written statement on the company's position for distribution to all media, and update this where warranted.
8. Don't play favorites with the media and don't tell reporters how to write their stories.
9. Appoint one member of the management team as spokesman. He or she should be available to the media both day and night.
10. Try to be first with the news -- good or bad -- and don't delay in counteracting or correcting inaccurate stories.

#### ITEMS OF INTEREST TO PROFESSIONALS

¶Media is being treated as singular now ... by the media, writes columnist Colman McCarthy. If "the military" and "the industry" are singular nouns, why should "the media" be plural? NYTimes has begun using it as singular: "the news media is less inclined ..." and "the news media ... has been hostile to Carter." But NYTimes Manual of Style & Usage says "it's still a plural, despite persistent efforts to turn it into a singular." McCarthy predicts it will happen, tho. (For copies of column, write prr.)

¶Urban policy, role of gov't pr officials, gov't workers unions are subject affecting all practitioners. PRSA's Gov't Section has published 66-pg collection of presentations from Nov. New Orleans Conference. Authors include Terrance Duvernay of HUD, Wes Pedersen of Inst. for Gov't Public Info Research, Dan Wasserman of AFSCME, James Wead of Council of State Gov'ts. "Unions, Taxes, Urban Policy and The Role of the Gov't PR Official" is \$5 to PRSA mbrs, \$10 others. Prepaid orders to 845 Third Ave., NYC 10022.

¶Interim reports to shareholders are analyzed for 82 content & graphic characteristics in new report. 61-pg narrative investigates management discussion, income statements, balance sheets, funds statement, annual meetings, other topics as they are reported in quarterly reports. 18 tables and bibliography. \$50 from Richard Coyle, G-11 Village Green, Franklin St., Chapel Hill, N.C. 27514.

#### WHO'S WHO IN PUBLIC RELATIONS

DIED. Thomas J. Monaghan, dpr Bishop Clarkson Hospital (Omaha, Neb.). Was first pres of Hospital PR Assn - Omaha.

AWARDS. Pearce Gardner Davies, S.F. area pr pioneer, receives Rex Harlow Medallion for lifelong career contribution to pr profession from S.F. Bay Area & Peninsula Chaps.

RE-RETIREES. John Canning, founding staff member at Governors State Univ (Park Forest South, Ill.) after more than 8 yrs

with GSU and 35 yrs at Standard Oil Co (Indiana) on June 30.

ELECTED. Judith S. Bogart, dpr Jewish Hospital of Cincinnati, to Board of Directors, PRSA.

NEW FIRMS. Terry McCarthy joins Jack Agnew and Lewis Carter in Agnew, Carter and McCarthy, 126 State St., Boston, Mass. 02109; 617/367-6050.

Edward D. Brown Public Relations, 919 Third Ave., NYC 10022; 212/752-4742.

#### "BAD" INDUSTRIAL PROGRAM IS ADOPTED BY HOSPITALS; USES COST CONTAINMENT TO BOOST MORALE, PUBLIC RELATIONS

Full-page ad in NYTimes announces "40,955 Hospital Employees in N.Y.C. Have Been Mobilized Into a Cost-Cutting Army." Twenty-three hospitals of Greater NY Hospital Assn paid for ad to inaugurate 30-day effort called Buck-A-Day or BAD Month. All employees of participating hospitals are "involved in a month-long concentrated effort," the ads says, to find ways to trim expenses by:

- ¶"Eliminating unnecessary procedures (for example, in clerical or laboratory methods)
- ¶"Preventing waste of supplies of all kinds
- ¶"Making most efficient use of power, heat and utilities
- ¶"Simplifying practices in housekeeping, storage, transportation, food service to obtain better results at less cost"

"This is the first program of its type for hospitals," Pres. George Schmidt of Industrial Motivation, Inc. (NYC) told pr reporter. Since 1964, firm has specialized in design and operation of employee motivation programs at Pontiac, Buick, and Canadian divisions of General Motors, Ford Motor, International Paper, 2000 other companies.

Besides cutting costs, "from the pr standpoint it's a very good vehicle for a hospital to get its story across to the community by letting them know that employees are concerned about the spiraling cost of health care and doing something about it." Shelby County Memorial Hospital (Shelbyville, Ill.) reports "We accomplished the main goal -- which was to improve morale and public relations first, and cost containment (or reduction) second."

St. Joseph Hospital (Stamford, Conn.) found first few days of BAD program generated over 700 suggestions. In another setting, Huntington Banks (Columbus, O.) reported: "The BAD program cost the bank about \$20,000 in out-of-pocket expense. The 2381 ideas submitted produced \$150,000 in hard, bottom-line, 'for sure' cost reductions."

#### PR THEORY BEHIND "BAD" PROGRAM

1. Set realistic target, something everyone can relate to: save one buck-a-day in costs on your own job.
2. Jazz it up with humorous play on words. Participants are called "BAD guys," asked to think of "BAD ideas."
3. Finish before people tire of the effort. Limit it to 30 days as "BAD Month."
4. Open communication channels by relaxing rules & bureaucracy. While encouraging employees to participate, lasting result may be better working environment.
5. Give recognition. One program leader personally acknowledged each idea received, reported later why idea was or wasn't adopted.
6. Communicate results to emphasize people working toward common objective. Makes employees feel part of successful organization, increases respect of external publics.

EMPLOYEE ATTITUDE SURVEYS ARE ANOTHER PR TOOL FOR MOVING PRACTITIONERS INTO INTERNAL RELATIONS

Regular employee attitude surveys can reduce labor strife, study by Ketchum, MacLeod & Grove (Pittsburgh) finds. Among companies which survey attitudes of workers,

only 24% had strikes in last six years. Of those who didn't survey, 48% had one or more strikes. Firm interviewed personnel, ind'l or empl rels execs at 50 Fortune 500 companies ranging from 1,000 to 50,000 employees. Other findings:

1. Employee attitude surveys are gaining in importance as influencers of organizational decisions. For instance, moving headquarters location was turned down after sampling of staff "showed the move was not welcome."
2. Surveys are used increasingly to influence personnel policies, work practices, communications & productivity. One company's survey indicated employees wanted more meetings with supervisors. "We initiated the meetings."
3. Compensation, organizational structure and physical plant improvements are affected by survey results.

43% conduct attitude surveys annually, 21% biennially. Copies of detailed analysis available from KM&G PR, 4 Gateway Center, Pittsburgh, Pa. 15222.

HOW TO BE EFFECTIVE ON TELEVISION INTERVIEWS

"To get your story across on tv, say everything you want to say in one breath. As long as your voice is upbeat and you don't take a breath, they can't cut or edit you without it being obvious."

-- CBS-TV newsman Steve Young endorsing advice he read in a British activist publication

ESSENTIAL INGREDIENT IN ENERGY CONSERVATION IS PUBLIC RELATIONS

Nonprofit organizations like colleges, museums & hospitals usually can't turn off the heat on nights & weekends as industrial plants sometimes

can. They're instituting other plans for saving energy -- primarily conservation. But college presidents or hospital administrators can't order students & patients to cooperate, as managers can demand employees do. To earn cooperation, Middlebury College (Vt.) put together "model program" based on "an unabashed public-relations (sic) campaign," Wall Street Journal reported April 10.

Techniques include 1) energy council made up of students, faculty, staff & administrators; 2) polling campus community to learn what temperatures people could live with (64 to 68 daytime, minimum of 55 at night); 3) complaint hot line and comment book in library; 4) persuasion rather than demands. Council head told WSJ, "We aren't a committee of czars saying 'Thou shalt not.' We're the PR liaison. If people are antagonistic, they'll leave the lights on."

BIZ & TRADE EDITORS REPORT SAME OLD PUBLICITY ERRORS CONTINUE

Publicity sins which prevent practitioners from obtaining space are confirmed by new survey of business & trade editors. Of 200

respondents, more than three-quarters said publicists fail to do homework, send articles which aren't of interest to publication. Almost same number complain of excessive commercialism. But 95% welcome product application or expertise articles.

Eds. suggest contributors request writers' guides, theme issue schedules, copies of publication -- first. Commercialism can be toned down by providing stories which go beyond narrow product confines. More frequent mention of non-competitive products is another route. Discussing ideas with editor before submitting is must. Best strategy, of course, is fresh approach. Example: use customer with product problem as angle, then demonstrate effectiveness of sales, training, engineering or customer service in helping to get things running right.

Survey results available from Creative Communications Services, P. O. Box 1007, Encinitas, Calif. 92024.

POLL SHOWS TV WATCHING DOWN, VERIFYING EARLIER STUDIES

Little-noted poll of 60,000 readers of Good Housekeeping, published in magazine's February issue, continues trend in erosion of tv viewing. Average

respondent spends 3.3 hours daily at the tube, but this is less than 51.9% did last year and than 64.5% did three years ago.

Q: Do you watch TV more or less than last year?

Much less	18.4%
Somewhat less	33.5
About the same	41.4
Somewhat more	5.2
Much more	1.5

Q: Do you watch TV more or less than three years ago?

Much less	40.1%
Somewhat less	24.4
About the same	21.0
Somewhat more	9.9
Much more	4.6

Q: If you do watch less, what do you do instead?

Read	78.3%
Housework/Gardening	8.5
Took a job	4.1
Spend more time at job	2.8
Hobbies	1.4

Q: What are your complaints about TV?

Too much advertising	77.0%
Advertising offensive	74.7
Too much violence	71.9
Programs too similar	66.5
Too much sex	64.3
Programs talk down as if viewer were stupid	52.1
Poor writing	45.3
Poor acting	28.4

VERBATIM: WHAT LONG-ESTABLISHED COUNSELING FIRM ADVISES ITS CLIENTS ABOUT DEALING WITH MEDIA

Ontario Editorial Bureau (Toronto), whose 40-year relationship with Ontario Paper Co.

Ltd. may be record, urges these principles of media relations on clients. Originally distributed by Canadian Chamber of Commerce & Canadian Mfrs Assn for use in labor disputes, these 10 rules apply to any public issue:

1. Be accessible to the media for all stories -- favorable and unfavorable.
2. Never say "no comment." If your hands are tied, say so.
3. Management's comments should be fair and accurate. Avoid any statement which cannot be substantiated.
4. Radio reporters look for brief, descriptive comments, frequently on tape, that can be aired quickly.
5. TV reporters concentrate on visual aspects -- picket lines, strikers, signs, etc.