

BACK TO BASICS: THE SLIDE SHOW RETURNS BECAUSE OF ITS UNIQUE ADVANTAGES

New communications media don't drive out old, states Chancellor's Law, but merely change them (pr 1/1). Despite flashier a-v methods available or soon to come, slide shows remain valuable tools. They're quick, when you need message in a hurry. Inexpensive. Can be simple or complex.

Slides are only method which combine values of personal & impersonal media in one unit. They have impact of visuals (and background music or sound effects, if desired) plus persuasiveness of personal appearance. Live presentation by narrator adds power of human voice.

While new electronic media isolate people by making them sit in front of screens, slide programs bring people together in social occasions. Credibility potential is high because both ingredients are present: expertise, which visuals can dramatically illustrate; and trustworthiness, which speaker's manner & personality can communicate.

Flexibility of slides is unique. Films are rarely if ever edited or reoriented for specific audiences ... but it's easy with slides. Shows can take several forms: carousels, slide tapes, reverse projection (in easily portable machinery, if desired). Technical sophistication ranges from single tray sequential show to 3 or more projectors synced to extravagant sound tape with live voice-over.

Nonprofessionals often make slide shows at no cost. Many environmental, economic development, or community improvement organizations write scripts to fit slides borrowed from libraries, other organizations, photo hobbyists. When PRSA needed to inform chapters about '78 dues increase proposal, Treas. Joe Awad quickly pulled together show using easily-produced graphs, existing still photos from files. Because of this, despite some ancient or awkward frames, show quickly got message out, apparently worked since increase passed.

When IABC last year sought dramatic way to illustrate growth of internal communications beyond house organs, slide show was chosen. Inexpensive, straightforward message has been received by thousands. One IABC chapter is now using film of slide tape made from slide show!

LOW COST, LOW INVESTMENT MEDIUM

To produce slide shows about products, issues, candidates, services, organizations or any subject only six items of equipment are required. Adequate 35mm camera can be bought

for \$75 - \$300. Sturdy projector is \$160, screen \$25 - \$35; slide viewer or light "table" ranges from \$12 for small to \$40. Storage carousels or decks are only \$7, hold 140 slides. Make-your-own title kit costs \$5. Total minimum investment: under \$300. Synchronizer adds \$30 - \$50 if you're ready to get fancy, heavy duty tape player-recorder \$200 up.

Cost-per-slide is even better deal: about 21¢ ... figuring \$3.40 for role of color film, \$3 for developing. Duplicating slides is also cheap.

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. Tony Kingsbaker joins Jennings & Thompson/Byoir (Phoenix) as acct mgr ...Loretta M. Kopecki promoted to counseling staff, Gary Ferguson, Inc. (St. Louis)...Lee Oberlag becomes pr supvr,

Sive Assocs (Cincinnati)...Robert S. Eisenhauer who retired as vp-pr & adv, Textron, retained as consultant, Horton, Church & Goff (Providence)...James F. O'Donnell becomes dir, fin rels, Ruder & Finn (NYC).

NEW BREED EDITOR REVEALS NEWSPAPER POLICIES, ACTIVITIES THAT CAN RESTORE CLIENT'S, EMPLOYER'S TRUST OF MEDIA

Intense media competition, awareness that claiming first amendment rights requires responsible conduct, and a sense of professionalism: these are factors behind editorial policies being implemented by new breed editors. David Lawrence, young (37) exec ed of Detroit Free Press, lists these "great obligations" of media:

- "We must tell the truth -- in perspective. We have a great obligation to be fair.
- "We must understand that our readers' tastes are not necessarily those of individual reporters and editors.
- "We must write about both good people and bad people, both positive and negative things. A newspaper should reflect life in the community; thus good people, good deeds should be written about, too.
- "We should be useful. That's why in new stories we tell not only telephone numbers to call, but also hours and days, should you need more information.

"We must write about what I call the commonality of life. We have just hired, for instance, a reporter to tell our readers what's happening in our religious institutions (see pr 3/12). Next month we will begin assigning reporters to do stories about people who died. Most of them will not have been famous but, rather, people who have left a different sort of mark on our world. We need to be telling you about those people.

"We must be willing to learn. That's why I and other editors and reporters will spend this year visiting places where people work and learn and live. We want their views, your views about our community and your newspaper.

"We must be conscious of our biases. All of us are prejudiced based on our years of growing up and our adult lives. We must be conscious of those biases to ensure they won't appear in news columns.

"We must be willing to admit our errors. Every time we run a "Getting It Straight," it's an embarrassment to me and our staff. Yet, how can you trust us if we cannot admit our mistakes?"

AN EDITOR'S LIST OF THE BEST U.S. DAILIES

- ...measured by "great obligations":
- NYTimes: but in own category, by itself
- Washington Post
- LATimes
- Chicago Tribune: "in past 5 years has become a great newspaper, after being an abominable one"
- Louisville Courier-Journal & Times
- Boston Globe: "one of the most arrogant but one of the best"
- Christian Science Monitor
- Wall Street Journal: "absolutely superb but also in a separate class"

-- David Lawrence
Detroit Free Press



Lawrence sends 5-10 "accuracy letters" weekly to persons mentioned in articles, asking whether they were fairly quoted or reported. He shares replies with reporters who wrote stories. He told Detroit PRSA about another Free Press rule. Every dep't head "must spend x hours outside the building" to avoid losing touch.

HOW ABOUT MEDIA THANKING NEWS SOURCES?

EDITOR & PUBLISHER SUGGESTS IN RESPONSE TO PRR SERIES

Robert U. Brown's venerable column in E&P tossed the question of whether or not to write thank you's to media back to reporters. Reviewing prr's inquiries into this "nitty gritty problem," he writes:

"With our Victorian brand of naivete we find it a little hard to understand why anyone would resent a compliment, whether in writing or not, for a job well done. Why must some news people be suspicious that everyone but they have an ulterior motive for everything they do. These are the people who take an adversary approach to everything. What makes them think they have a corner on honesty and integrity?

"We always thought a thank you letter was the polite and gracious thing to do in most circumstances.... We wonder how many reporters or editors ever thought of writing a thank you letter to a news source for being helpful.

"Why not?"

ESPOUSING SELF-REGULATION IS ONE WAY PRACTITIONERS CAN HELP AVERT GOV'T REGS; MANY EXAMPLES AVAILABLE FOR STUDY

Into the glove compartment of every Scout four wheel drive vehicle goes "Take a stand to save the land." 24-page, 2-color booklet tells owners about off-road use of their vehicles, asks them to sign "Show that you care" pledge printed on reply paid postcard. Booklet & pledge deal head-on with issues which could bring state or federal regulation of off-road-vehicles unless drivers act responsibly: respect for private property, harm to vegetation or land, noise, driving out hikers, littering.

Copy sets themes for various publics. 1) "International Harvester is committed to the responsible use of four wheel drive vehicles and will help you prove to others that you care about the land and environment you enjoy." 2) "The people who use their four wheel drive vehicles to enjoy our nation's great outdoors have a natural love and respect for the land." 3) "If this booklet serves to remind the managers of our public lands and others that four wheel drive vehicle owners are committing themselves to responsible use of these lands; and if it serves also to encourage four wheel drivers to help pass the word that responsible four wheeling is compatible with the environment...."

Instructions on what-to-do in wilderness driving situations are given in detail. John Dierbeck, Jr., dir comms, International Harvester Truck Group prepared the booklet & accompanying bumper stickers and arm patch. (401 N. Michigan Ave., Chicago 60611)

Other Examples Of Self-Reg Institute of Food Technologists published and widely publicized food advertising guidelines. Goal is to avoid ads which "undermine the confidence of the typical consumer in the overall safety, wholesomeness and nutritional value of our food supply." Among deplored practices are 1) "claims which highlight unproven health benefits"; 2) "emphatic nutritional claims about foods with dubious nutrient content." (221 N. LaSalle St., Chi. 60601)

Assn of Computing Machinery set up ombudsman committee to help people harmed or inconvenienced by computer error. Experts across continent work thru Better Business Bureaus, other agencies. Also dispense self-help info. (1133 Avenue of the Americas, NYC 10036)

MACAP (Major Appliance Consumer Action Panel) is "an independent check on the actions of industry." Recommendations are made to manufacturers about weaknesses in design, point-of-purchase information and advertising -- based on consumer complaints received and checked. 1975-7 Progress Report describes program in detail. (20 North Wacker Dr., Chicago 60606)

Nat'l Institute for Automotive Service Excellence attempts to deal with number one consumer problem area: car repairs. Voluntary certification of mechanics by examination is promoted to public by tv ads. (1825 K St., NW, Wash., D.C. 20006)

Joint Commission on Prescription Drug Use was organized by drug industry to collect data on adverse drug reactions, trends in drug usage. Sen Kennedy proposed, Pharmaceutical Mfrs Assn responded (see prr 3/5 for PMA's problems with regs). Major health care elements, general public are represented. (1155 15th St., NW, Wash., D.C. 20005)

INFANT FORMULA, SOUTH AFRICA STILL TOP CORPORATE SOCIAL RESPONSIBILITY ISSUES

82 proxy resolutions have been filed by 100 church groups who are shareholders of 61 companies ranging from Abbott Labs to Wells Fargo. Several banks are included, for overseas loan policies. Also, surprisingly, for redlining. Accused of supposedly eliminated practice are Chemical Bank (NYC), Continental Illinois (Chi.), First Chicago, First Nat'l of Boston, Manufacturers Hanover (NYC). Connecticut General, ITT's Hartford Insurance and Sears' Allstate are asked to end prima facie insurance redlining.

Management-employee relations, along with occupational health & safety, are issues at J.P. Stevens. 27 companies face proxies centering on South Africa. Only three overseas sellers of infant formula face proxies, but over 30 church organizations are involved. Other practices being questioned: equal opportunity disclosure (ABC, CBS); nuclear weapons production (Bendix, duPont, GE, Monsanto, Rockwell, Union Carbide); domestic land reform (Standard Oil of Calif.); tv violence (Sears); price fixing (Mobil); kid-vid (General Foods, General Mills, Kellogg, Pepsico, Pillsbury, Quaker Oats).

Packet containing all church-sponsored proxy proposals is \$2.50 plus postage from Interfaith Center on Corporate Responsibility, 475 Riverside Dr., Rm. 566, NYC 10027.

MORE HELP FOR BUDGETEERS

Copying machines have become major appliance in offices everywhere -- but pr is among biggest users. Important corp has shared its purchasing dept's cost/effectiveness study on copiers. 16 models are compared by features, cost at various volumn levels. For copy, write prr.