

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. Philip Lesly named outstanding public relations professional for 1979; Gerald Rafshoon, asst to Pres. Carter for communications, named outstanding public relations graduate, at Univ. of Texas.

PEOPLE. Millicent A. Brister joins American Hospital Supply (Evanston, Ill.) as mkt comms analyst...Bausch & Lomb (Rochester, N.Y.) appoints Franklin T. Jepson, corp dir comms ... D. Parke Gibson Int'l (NYC) names Theodore R. Britton, Jr., sr consultant...David W. Bruhin becomes vp-comms, American College (Bryn Mawr, Pa.)...The Koll Co. (L.A.) appoints Cherie Hart, pr co-ord...Frederick D. Brown becomes corp sr-vp (public, industrial & comty rels), Day & Zimmermann (Phila.)...Santa Fe Federal Savings & Loan Assn (San Bernardino, Calif.) names Deborah Mandabach mgr mktg, pr & adv... Stuart G. Baird is named dpr, Cargill Inc. (Minneapolis)...Julie Thordarson joins American Credit Corp (Charlotte, N.C.) as dir-corp comms...Victor J. Goldberg becomes vp-comms, IBM Corp (Armonk, N.Y.).

Securities & Exchange Commission (D.C.) appoints Matthew R. Schneider to new position of dir, legislative affrs... H. Kenneth Hayes becomes comms ofcr, corp comms div, Continental Bank (Chi.)... David A. Price joins Rockwell Int'l (Pittsburgh) as dpr...American Express (NYC) names Michael J. Monroe, dir-ed srvs ...John L. Rainey becomes dpr, American Meat Institute (D.C.)...Women in Communications appoints Louise Ott dpa (D.C.)... Roy L. Beatty is named mgr, comms, Jacobsen Div. of Textron (Racine, Wis.)... John R. Huhtala becomes vp, human resources, Norwich-Eaton Pharmaceuticals (Norwich, N.Y.)...Tosco Corp. (L.A.) appoints Wellington A. Ewen, dir inv rels ...Chandler Meloy is named dpr, Calif. Milk Advisory Board (Modesto, Calif.)...Robert F. Hatem joins Raytheon (Bedford, Mass.) as mgr, customer rels.

Joanne T. Lawrence becomes dir, corp comms Avco Corp (Greenwich, Conn.)...Allied Chemical (Morristown, N.J.) appoints Kenneth H. Donohue, mgr, pr & adv... General Motors names August R. Buenz, mpr, North

Central Region (Chi.) succeeding William J. Knight who is named to pr staff (Det.); and Sherilynn J. Perelli, mpr, Central Region (Indianapolis)...Linda G. Kyriakou joins Sun Chemical (NYC) as dir, corp comms...International Harvester (Chi.) names W. Grant Chandler sr vp, human resources & comms...Patricia Derby joins QWIP Systems (NYC) as mpa...Don H. Blake is named asst vp-corp comms, Van Schaak (Denver)...Holly Van Dine is appointed mgr, pr & adv, L. B. Foster (Pittsburgh) ...Institute of Scrap Iron & Steel (D.C.) names Julie Siebert, dir, info...Darlene L. Matz promoted to pr rep at SCM Corp's Glidden Coatings & Resins Div (Cleveland) ...John M. Bergman becomes vp-pr, Duracell Worldwide Battery Group (Bethel, Conn.)...Richard W. Wertheim is named dir, corp rels projects, Northern Telecom Ltd (Toronto).

John H. Gustafson named pres, Stevenson & Assocs (Minneapolis)...John W. Angus succeeds John V. McAdams, chmn, as CEO, Albert Frank-Guenther Law (NYC)...Susan Neuman and Alvaro Fernandez join Woody Kepner Assocs (Miami) as acct reps... R. Randolph Butts becomes pres, Public Communications (St. Petersburg, Fla.)... Joseph A. Kopec is promoted to group supvr, Harshe-Rotman & Druck (Chi.)... Steve Shapiro joins Lewis & Gilman (Phila.) as pr counselor...Marie Martin becomes ed rels dir, S. Michelson Adv. (Encino, Calif.)...Nancy M. Valent becomes dpr, Sharp Adv. (Cleveland)...Paul Richartz is promoted to vp-acct supvr, Gilbert, Whitney & Johns (Morristown, N.J.)... DKG Adv. (NYC) names Linda Kaye dpr... Coy Hobbs joins pr div, Ackerman & McQueen (Tulsa).

VICE PRESIDENTS. Thomas M. Little, exec vp, Larry E. Lubenow, sr vp (NYC); Karen Conitt (S.F.) and Bruce E. Hicks (Houston) Carl Byoir & Assocs...David P. Cearley, Clay Publicom (Irvine, Calif.)...Wesley Pederson, vp ed srvs, and Harland Warner vp-cons affrs, Fraser/Assocs (D.C.)... Thomas D. Hopps, Legasse Assocs. Adv. (Walpole, N.H.)...Larry Schaffel, exec vp, JeAnne Ingersol, sr vp, Vera Pantschak, Elaine Soloway & Edward Snow, Bernard E. Ury Assocs (Chi.).

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GETTING READY FOR THE 80'S/NO. 1

PUBLIC RELATIONS PROFESSIONALS WILL BE
ADVOCATES BUT NOT PARTISANS

In a recent strike at a university, about the only officials from the two sides who could talk to one another away from the bargaining table were public relations counsel for the unions and the school's dpr. Each sent the other advanced copies of all statements, publications or releases. They were in daily contact by telephone. And had lunch together to discuss means of minimizing damage to the institution's enrollment, fund raising & reputation. Each vigorously advocated his client's case to press & publics. But they tried to agree on factual & statistical information so the debate could focus on the issues.

The strike was bitter, as they are so often. In both camps were some who got angry about this "talking to the enemy." However, these people seemed to understand that their lawyers must talk and exchange briefs & filings.

In a similar situation, also involving a university, the public information office represented both sides. Professional & technical staff are unionized, so dpi represented the administration and key staffer represented the strikers. Close cooperation they normally practice continued through the disruption -- but from different offices. It was resumed as soon as strike ended.

As PRSA pres. Kerry King said recently: "We in public relations have skills which today's troubled world needs, badly. It is we who can effect reconciliation among disparate elements of society. It is we who can interpret the expectations of one group to another. It is we who can fill the silence of hostility with a dialogue of trust." PRSA's touted Long Range Planning Committee report drew similar conclusion: "Public relations people have the role of always being in the middle."

Public relations practitioners have ability to solve problems for clients. This is our social mandate. It should be unrelated to our personal beliefs... if we are to call ourselves professionals. Partisans sacrifice their objectivity, so are apt to give poor counsel & emotional representation. In the 80's we will learn to be strong advocates without being partisans.

-- Patrick Jackson

HEALTH ALERT CAMPAIGN
COMBINES PR WITH MARKETING
AT SANTA FE FEDERAL S&L

Emergency medical care personnel entering homes of customers of Santa Fe Federal Savings & Loan (San Bernardino, Calif.) will find Health Alert sticker near front or rear door, another on refrigerator.

Sticker guides them to special plastic pouch containing medical data cards for each family member. It is placed inside refrigerator door -- easiest-to-find vault in most homes. Pertinent health data on blood type, allergies, present medications are on each card.

"We saw an opportunity to provide a genuine public service to the communities we serve," says Deborah Mandabach, mktg mgr. Newspaper ads, brochures, direct mail pieces, counter cards and colorful buttons support campaign. Special Health Alert newsletter is mailed directly to customers, available in branch offices. Series of news releases and photographs keyed to individual branch activities have been distributed to local media.

Effort unites community relations with marketing. "Savings & loan assns. have almost always offered free gifts and other premiums to promote reinvestments, and to attract new business," says Mandabach. "At Santa Fe Federal we wanted to do more than offer cookbooks."

N.Y. STOCK EXCHANGE'S POPULAR
VISITORS CENTER TO BE RENOVATED

To combine growing popularity of plant tours with economic education, NYSE's Visitors Center -- which attracts at least 450,000 annually from

all over world -- will have new look by early June:

"Investing in America," display that explains capital formation and provides basic information on personal investing in French, German, Spanish & English.

"Twenty Questions Most Frequently Asked About Stocks and Bonds," computerized exhibit -- also in four languages.

"52-seat "experience chamber" enabling visitors to participate in computerized games, quizzes, or simulated market conditions.

"Two-tier gallery, overlooking floor, where trading activity is described by means of automated narration.

"Display of historic memorabilia, exhibit on bond market and display on how listed corporations contribute to national economic growth and well-being.

Exchange will also learn from the Center. It contains polling facility where reactions and opinions will be sought from visitors on current topics.

HERSHEY DEFENDS CHOCOLATE CANDIES,
PROVIDES WORKING MODEL OF RUMOR THEORY

Rumors breed in situations which are important, ambiguous, and thus anxiety-producing. Early reports of radiation

leakage from Three Mile Island gave rise to series of rumors, including contamination of chocolate products at nearby Hershey Foods plant. Firm's response provides helpful case study.

Rumors so far have been "scattered" and "primarily word-of-mouth," according to Kenneth Bowers, dpr. But some college publications, reaching prime Hershey audience,

featured cartoons depicting radioactive candy bars. Wall Street Journal coverage, tho favorable, gave situation nationwide visibility. Hershey's pr dep't anticipated problem, monitored nuke situation from start. "We knew that as the Three Mile Island story began to wane, we could expect to become a target and concern," Bowers told prr. "That gave us a few days to think through our pr approach at least in terms of media coverage."

Dep't formulated series of plans geared to severity of situation. Ranged from responding to media calls to issuing statements & inviting credible sources to site. Then adopted wait-and-see stance, held back on strong offensive strategy to judge whether needed. Didn't want to further rumor by prematurely using big guns.

Meanwhile food company took immediate steps to ensure product safety. Early tests of raw materials revealed slight presence of iodine in milk, produced locally, tho well within FDA standards. As added precaution, Hershey diverted milk supply from candy to powdered milk production. There natural chemical breakdown combined with longer shelf life would eliminate remaining iodine. State & federal agencies simultaneously conducted tests in area.

Based on early print coverage, pr opted for strategy of responding to media.

Early third party endorsements by credible sources helped. On April 6 the White House issued strong statement: "As far as it is humanly possible to determine, the food from the Three Mile Island area is as safe to produce, buy, transport, prepare and eat as the food available at any other place in the U.S." Also Pa. gov. Thornberg and NRC spokesperson Denton took initiative and toured Hershey facilities with their families.

Dep't has handled over 130 media calls. "We've been able to answer simply, forthrightly and promptly enough that we haven't needed a more formalized statement from here," Bowers reports. Dep't provides info on gov't & company test results, diversion of early milk supply. Also has sent letter summarizing info to employees & stockholders. Cover note for latter addresses impact on corporate returns.

So far strategy seems to be working. Customers -- distributors, wholesalers & chains -- haven't cancelled orders. Less than 100 consumer letters have come in. Clips show "good coverage, both locally and nationwide," which Bowers feels has played major role in allaying consumer fears.

However, he concedes, Hershey is not out of woods yet. "Our first measure is our customers. If consumers are hesitant, it will be a couple of months before it shows up." Should sales begin to drop, company will swing to strong offensive of getting word out, including step-up of advertising activities.

EDWARD BERNAYS' COUNSEL
ON HANDLING RUMORS

1. Never ignore a rumor. One of main reasons why rumors spread is natural inferiority complex of people; rumors are often negative toward a certain group. By ignoring, you leave affected group open to take adverse action.
2. Never deny a rumor. This simply aligns people -- pro & con -- based on their evaluation of credibility of rumor source.
3. Blanket a rumor by developing some overt act or created circumstances. (e.g., if rumor of plant closing, squelch by luncheon meeting where company pledges to stay, announces future plans -- without mention of rumor.)

Determine how far rumor has spread (local, national). Make sure event is of matching importance, will reach public involved.