

HOSPITAL TRIES DIFFERENT TYPE OF
COMPARATIVE STATISTICS TO PERSUADE
PUBLIC HEALTHCARE COSTS NOT TOO HIGH

Open letter to Pres. Carter from Ada Reid, dpr, Memorial Hospital at Gulfport (Miss.) admits medical costs have gone up by 185% in ten yrs. But it asks consideration of

other price rises in same period:

bathroom tissue	235%	lawyer's fees	200%
blue jeans	190%	postal charges	222%
chocolate bars	234%	paint	226%
coffee	244%	rib roast	188%
gas	201%	sea food	227%
heating oil & coal	251%		

Tone of letter may defeat purpose, however. Carter is accused of singling out hospitals to "contain" costs, when in fact anti-inflation fight is widespread. Blaming the victim appears: public is "not willing to assume any responsibility for taking care of themselves by changing their lifestyle (sic)." Closing paragraph seems disrespectful: "Mr. President, please give us a break if you really care about your Country's (sic) future."

PPFA TAKES ON "POLITICALLY
VOCAL" RIGHT-TO-LIFE LOBBY

Planned Parenthood Federation of America's new public affairs program, recommended by its Task Force on Public Impact, is explained in these terms:

"Although surveys show the majority of people of the U.S. overwhelmingly support freedom of reproductive choice, there is a determined and politically vocal minority that is obsessed with the idea of denying our citizens the freedom to decide when or whether to bear children. Their goal is not just to make abortion illegal, not just to deny access to family planning services, but to drastically diminish individual human rights." (See last week's issue.)

Message Strategy. Against anti-abortionists' emotional claim of "murdering" unborn babies, PPFA is pitting traditional American attitude favoring freedom of choice & civil liberties. Corollary appeal is to "the right to hold differing views" without legislation foreclosing anyone's options. "We must preserve our Constitutionally-guaranteed rights to run our reproductive lives according to our individual moral and ethical beliefs," says PPFA pres. Faye Wattleton. Manning, Selvage & Lee will provide counsel to the program.

WHO'S WHO IN PUBLIC RELATIONS.

ACCOUNT EXECUTIVES. Paul R. Christy, McKinney/Public Relations (Phila.)... Richard Jachetti, Manning, Selvage & Lee (NYC)...Robert C. Hurley, Horton, Church & Goff (Providence)...Patricia Hill & Martin J. Habalewsky, P/R Assocs (Det.) ...Ted G. Simmons, sr ae, Hill and Knowlton (Atlanta)...Charlotte Dennis Kagen, Barnum Communications (NYC)... Gerald Amon & Ellen Rubin, N W Ayer ABH Int'l (NYC)...Ilene Merdinger & Ann

Roberts, Robert Marston & Assocs (NYC)... Travis Lindsay, Kerss, Chapman, Bua & Norsworthy (Dallas).

"Seers & prognosticators in the Southwest" have identified the next crisis of Three Mile Island proportions, Dave Dunnigan claims: a piece of Skylab falling on a DC-10, which crashes into a nuclear power plant.

Vol.22 No.24
June 18, 1979

AWARD-WINNING EMERGENCY PLAN DEMONSTRATES
NEED TO BE AWARE "ANYTHING" CAN HAPPEN, EVEN
IN TOTALLY UNEXPECTED PLACES: A CASE STUDY

"No organization is immune" to an emergency which could critically affect its public relations, including "agencies 'safely' ensconced in office buildings," wrote Bob Barbour in his classic proposal for pr disaster plans. He could have had Johns-Manville in mind. But its corporate relations dep't has an emergency plan ... which works:

SITUATION. On Sunday, Sept. 10 '78, major forest fire begins in foothills southwest of Denver. Fanned by winds gusting up to 70 mph, it burns uncontrolled for five days, scouring 3,300 acres -- and threatening J-M's \$70 million world headquarters. Fire is spotted by J-M security guard. He notifies three people: local fire district, J-M fire brigade chief, head of corporate relations. Senior dir. corp rels arrives on scene as first fire truck is unrolling hose.

PLAN TAKES HOLD. 1) Information command post is immediately set up to handle media then arriving & calling. First live interview is given within hour of start of fire, first live tv broadcast within 2 hours.

2) Corp rels immediately acquires two mobile telephones with channels for "J-M pr use only." Media and key members of management are given the numbers, minute-by-minute updates supplied. Second field command post is set up at fire line, tied in by mobile phone.

3) Upon request, pres. turns control of J-M helicopter over to corp rels -- which has assumed charge of coordinating communications between fire dep'ts working different sections. Not until Day 3 can U. S. Forest Service fly in 60 mobile phones so anyone can talk with anyone else on same frequency. Up to this point, corp rels is fielding all media, serving as official (and only) spokesmen, coordinating fire fighting communications, keeping top management informed, planning ahead.

4) Entire corp rels staff meets Monday to "get to work" on: informing employees in field locations, planning fire edition of company's national publication, moving into vacated smoke-filled hq to set type for bulletin to be distributed to employees when they are permitted to return to work.

5) As fire continues, staff produces immediate bulletins, national "fire edition," 105 live interviews. Aerial reconnaissance by helicopter includes reports direct to broadcast media by radiotelephone. Reporters & photographers are flown over fire area.

THE UNEXPECTED. Corp rels is called upon to assist wildlife service surveying animal dislocation. (Spotted were hundreds of deer, 2 bears, one mountain lion and 2 eagles -- all OK)

Also to solve jurisdictional dispute between fire dep'ts. (This was first major fire on all-private land in Eastern Range of Rocky Mountains.) Call to governor gets final decision. Corp rels also "breaks company rules" arranging for fire-fighting "hotshots" to take showers and R&R in hq's gym.

AFTERWARDS. Thank you program is initiated for volunteers. 2000 T-shirts are distributed. "Thank you" ads placed in 12 local newspapers, personal letters of thanks from pres. are written to key volunteers, media and officials. Contributions are made to volunteer fire dep'ts which fought blaze. Film from tv fire news clips is put together for employees at J-M offices in other cities. Scout & civic groups are assisted in studying aftermath as educational experience. Reforestation is arranged & publicized. Company announces it will not prosecute young people believed to have started fire.

- RESULTS.
- 1) Media received prompt, accurate information.
 - 2) General public and employees were kept informed.
 - 3) Top management knew intimate details of situation.
 - 4) Corp rels dep't gained enhanced respect for professional behavior.
 - 5) Image of J-M was improved, goodwill generated among employees and community.
 - 6) J-M won PRSA Silver Anvil.

ITEMS OF INTEREST

3 of 4 Emhart shareholders think company should speak out on economic & social issues, survey finds. Mentioned specifically were double tax on dividends, maintaining enterprise system, energy conservation, protective tariffs. Merger which acquired 16,000 new stockholders prompted first formal independent study. Other useful data: 1) holders' goals are about equally divided between long-term growth (59%) and immediate dividend income (47%); 2) 62% say they read "all or most" of company's annual report; 3) 2 of 3 accurately described product lines & operations. (For copy of results, write John Budd, vp-pr, P.O. Box 2730, Hartford, Conn. 06101.)

First client lost due to Communist coup reported by Read-Poland (Dallas). Dave Dunnigan says entrepreneurs from Arlington, Tex., were organizing a free port in former British Caribbean island of Dominica (near Martinique). Reds ousted gov't and his clients and to give up project.

COMPARE YOUR EQUAL EMPLOYMENT RECORD WITH U.S.' 2ND LARGEST EMPLOYER

Job Category	Women	Minorities
Managers	5.7%	9.0%
Professionals	14.0	7.9
Technicians	14.8	11.5
Sales	8.2	10.2
Office	55.6	18.6
Total White-Collar	22.0%	11.6%
Craftsmen (Skilled)	1.1%	8.4%
Operatives (Semi-skilled)	22.3	25.3
Laborers (Unskilled)	13.5	23.4
Service Workers	13.8	28.2
Total Blue-Collar	17.4%	22.4%
Grand Total	18.4%	20.0%

-- from 1979 General Motors Public Interest Report, 72 pg discussion of public issues affecting GM. (For copy write Rm. 11-227, GM Bldg., Detroit 48202.)

HOWARD CHASE SAYS ISSUES MANAGEMENT IS A PROCESS, NOT AN OBJECTIVE

Unless issues management, as a phrase, is backed by a reasoned process discipline, it will inevitably become what it has for many: a buzzword. The institutional objective in this highly politicized world (for any institution -- not just the corporation) is more effective participation in the public policy process. Issues management is a systems process for achieving the objective; it is not the objective itself.

For public relations practitioners to assume that issues management is just one more skill in the public relations arsenal is to miss the boat entirely. And to change the label, as Wylie and Sauerhaft and dozens of others are trying to do (pr 5/21, 5/28) is to postpone only that much longer the fundamental realization that unless participation in the public policy process is part and parcel of corporate strategic planning, it is nothing much at all.

PUBLICATIONS FOR PROFESSIONALS

1979 edition of N.Y. Publicity Outlets features expanded section on metro broadcast -- including talk shows -- & on resident correspondents. Usual listing of media data for dailies, weeklies, special interest, syndicates. Gives editorial slant of magazines, for which list is not limited to NYC but national. 217 pgs., \$47.50 incl. semi-annual revision. (Box 327, Washington Depot, Conn. 06794.)

New \$ saver is Area Code 800 -- The Directory of Toll Free Numbers. Lists 800 no., address, local phone & descriptive info for airlines, hotels, auto rentals, business machines, publishers, stocks & bonds, etc. Organized by subject with alphabetical index. (\$9.95 from Lansford Pub. Co., P.O. Box 8711, San Jose, Calif. 95155.)

Ted Siefert

Monthly tabloid National Health, first consumer health newspaper, analyzes major developments from consumer point of view, encourages readers to take more responsibility for own health. In addition to usual health topics, environmental protection, gov't regulations, healthcare costs will be covered in each issue. Distribution through subscription, health organizations, newsstands in selected major cities. \$9.00 for 24 issues, \$16 for 48; 50¢ at newsstands. (Info from 7 W. 31 Street, NYC 10001; 212/736-9722.)

2nd ed. of The Book lists 5,000 cos. offering creative services in Conn., Mass., N.Y., N.J. and Rhode Island. Covers advertising, public relations, photographic, printing & graphic design. 242 pgs. Free to public relations professionals. (The Books, Ltd., 431 Post Road East, Westport, Conn. 06880; 203/226-4207.)

O'Dwyers Directory of Public Relations Executives, 1st ed., gives 172 pgs of bios on 1200 corp execs, 1,000 in pr firms, others from assns. Biographees need 5 yrs experience in field to qualify. Typical problem of eliciting response to info requests is illustrated by no listings for current pres., immed past pres., or pres-elect of PRSA, tho all are corp or counseling practitioners. Useful data revealed by listings: 1) 13.7% are women; 2) corp pr execs average longer service with current companies (9.57 yrs) than counselors (6.6 yrs); 3) all execs average 8.2 yrs in present organizations. (\$50 from 271 Madison Ave., NYC 10016; 212/679-2471.)