

participants are a law school grad, an ex-college intern with H&K, an ex-broadcaster from Ghana, the former asst. to Manhattan's borough pres., a former jr. ae, and an H&K res. asst. Douglas Hearle, dir. human resources, created the program.

Communications outranks administrative ability as most important management skill. Americans want CEOs first of all to be strong problem solvers, then communicators. British rate communications ability highest. Boyden Assocs. recruiting firm polled its placement personnel in U.S., Europe, Canada, Far East, Mexico. Found motivation, interpersonal skills, administration ranked 3rd, 4th & 5th. U.S. tends to "place more emphasis on individuality and strategy, while European companies seek leaders whose stature motivates larger groups and who communicate comfortably with other leaders." Not surprisingly, communications is top skill required for marketing, personnel jobs; even for finance managers it is 3rd.

One woman public relations exec moving to top is Delayne Gold, named sr. vp and member of the board of directors at Bache Halsey Stuart Shields brokerage firm. In additions to pr functions, she is now responsible for firm's mutual fund activities -- including Chancellor Family of Funds with over \$1 billion in assets. Gold, 41, was 1st vp, pr & investor rels. Previously exec vp of Irving L. Strauss public relations firm. Bache believes her position is a first for a pr exec.

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. Martin G. Boyesen becomes vp-corp affrs, Seattle Trading Co (Seattle)... David L. Shank named dpr, BDP Co. (Indianapolis)... Nan Kilkeary becomes dir external comms, Allstate Insurance (Northbrook, Ill.)... Philip F. Cocco named vp comms & mktg svcs, Research-Cottrell (Somerville, N.J.).

Neil A. McElwee named to new post of dir corp comms, Commodore Business Machines (Santa Clara, Calif.)... Bonita K. Wagner joins ITT Continental Baking (Rye, N.Y.) as mpr... John F. Schepper named dir corp comms, Prime Computer (Wellesley Hills, Mass.)... J. Richard Johnson appointed asst vp civic affrs & mktg div, Nat'l Bank of Detroit (Mich.)... Thomas L. Elliott Jr. becomes staff vp-pr, INA Corp (Phila.)... Nancy D. Sherman joins Amer Ass'n of Equip. Lessors (Arlington, Va.) as pr coordinator... Texaco (White Plains, N.Y.) appoints Robert A. Cutter ass't mgr media rels.

Domino's Pizza (Ann Arbor, Mich.) names Robert J. Salogar to new position of dir mktg comms... Dr. Thomas F. Ris is named to new position of dir pub info & enrollment svcs, Seattle Comty College District (Seattle).

J. Patricia Aljoe becomes gen'l mgr-NY Posner Public Relations (NYC)... John L. Boland joins publicity & mktg div, Hill & Knowlton (NYC)... Toby Weintraub Beckenstein named account coord, R. E. Heinemann & Co. (Glastonbury, Conn.)... Scannell, Inc. (Brookfield, Wis.) names Shane O'Neil to new position of dir pr & merchandising... Patrick Flaherty joins pr staff, Glenn, Bozell & Jacobs (Houston)... William E. Layne joins Basso & Assocs (Newport Beach, Calif.) as pr acc't mgr... Gerald R. Daly becomes mpr, Donahue & Assocs (Glastonbury, Conn.)... Gil Rusk named mgr, S.F. ofc of T. J. Ross & Assocs... Jeannine H. Malmsbury joins staff of Michael Vickers Assocs (Boulder, Colo.)... Mintz & Hoke (Avon, Conn.) name Mary F. Kemper dpr.

VICE-PRESIDENTS. Robert L. Way, exec vp, DeBowSpencerWood (NYC)... Rita Pell-Duran, sr vp, Richard Weiner (NYC)... Rolf D. Glerum, Rockey/Marsh Public Relations (Portland, Ore.)... Neil Gazel, vp-pr, William R. Biggs Assocs (Kalamazoo, Mich.)... Clara Degen, Carol Bryant, Anne Zimmerman, Vi Nelson, Robert K. Fickes, The Public Relations Board (Chi.)... W. Ward White, sr vp & gen'l mgr, Bozell & Jacobs (Newport Beach, Calif.)... Ned W. High, exec vp, The Johnston Group (Denver).

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STUDY FINDS PERSONAL VIEWS OF PR PROS MORE CONSERVATIVE THAN MOST: IS BEING OUT OF SYNC WITH THE PUBLIC A PROBLEM FOR PRACTITIONERS? OR TO BE EXPECTED FROM PROFESSIONAL ADVOCATES?

The ideal of professionalism holds that practitioners are able to represent any viewpoint in applying their body of knowledge for clients. But do one's personal opinions inevitably influence work on behalf of others? If so, today's public relations force had better stick to clients who hold to the status quo.

On 50% of issues included in the study "Public Entitlement Attitudes in the 80's," pr pros were 20 or more percentage points behind the comparable segment of the general public. Where pr people agree with the public on entitlement, they are "significantly less optimistic" about realizing them during the coming decade. This is true on 5 of the remaining 9 issues; thus, on only 4 of 18 issues is this sampling of the public relations field in sync with the public. Some significant findings:

Practitioner Profile: Far From Backslapping Reputation, They are Pessimistic on Issues. On prevention of serious crimes in the cities, 53% of college graduates think society won't have achieved it in 10 years -- but 71% of PRSA members think not. On effective teaching of reading & writing in schools, only 19% of college grads feel this won't be accomplished during 80s -- but 43% of PRSA respondents think not. On a crucial economic indicator, a steadily improving standard of living, only 12% of grads believe this is not an entitlement -- while 31% of PRSA members do.

On a key educational subject, free graduate school, 54% of the public count this an entitlement -- but only 21% of pr pros do. The study's healthcare indicator, free doctor & hospital care, found 50% of college grads feeling entitled -- but only 26% of PRSA. On a workplace subject, reduction of the workweek to 4 days, 54% of grads feel entitled -- only 29% of pr people.

Study was conducted by PRSA's Emerging Issues Committee, utilizing Opinion Research Corp.'s quarterly public attitudes survey. Data on practitioners came from 4,284 responses to a questionnaire mailed to all PRSA members. Committee plans to do survey annually, to build an index of expectations for use by practitioners.

Significantly, one issue on which public relations opinion agrees with public opinion is products certified as safe: 72% of grads believe they have it now or will get it during the 80s, a view held by 68% of PRSA. On attaining honest & reliable reporting by news media, however, 62% of grads are optimistic -- only 49% of pr people. On right to use drugs for pleasure, the two groups agree in every category within one percentage point. But this is the only such case in the study. (Copies are available from PRSA, 845 Third Ave., NYC 10022. Members, \$10; non-members, \$15.)

COMPREHENSIVE MEDIA GUIDE
SYSTEM GOING NATIONWIDE

"Finderbinder" guides are now available for 19 metropolitan areas. Started by Gary Beals, who compiled first complete guide for San Diego area 6 yrs ago.

Beals now helps other firms compile regional directories, provides format, data collecting system he used.

Milwaukee Area Media Directory, by Bishea, Meili & Assocs. is one of most recent additions. Extremely thorough, provides all the usual data plus specialized editors, talk show formats & air times, psa guidelines, radio demographics, print adv. rates, other helpful details. Covers 7 counties including metro Madison. Updated monthly. 241 pgs, \$35. From Bishea, Meili & Assocs., 312 Wisconsin Ave., Milwaukee 53202; 414/276-7580.

New Cleveland "Finderbinder" directory done by JNK, Inc. \$40, 180 pgs. 14715 Clifton, Lakewood, Ohio 44107; 216/521-1111.

KCBN Public Relations about to publish for Dallas-Ft. Worth. \$36.75, from 3434 Fairmount, Dallas, 75219; 214/521-6400. For info about cities which have guides, contact Gary Beals Advertising & PR, 4141 Fairmont Ave., San Diego 92105; 714/284-1145.

PREDICTS WOMEN WILL EQUAL OR
SURPASS MEN PRACTICING PR

Several signs pointing toward a 50/50 male/female ratio before the end of the century are seen by longtime pr ass'n exec Rea Smith. At PRSA's conference in Nov., 2/3rds of student members attending were women. Ad Women of NY career day session on pr drew 200 -- of which 170 were women. Of 110 new PRSA members last month, 58 are female. Most telling is IABC's current membership statistic:

54.4% are women. Jeanne Otto, mbrshp sec'y, reports 27% of PRSA members are female.

Smith reports one of the public relations pioneers concluded several years ago the field would one day be regarded as a female occupation. Staff suggested early in the 70s that PRSA membership would be 50/50 by 2000. Both brough disbelief.

Equalizing numbers have not brought equivalent salaries. Avg. male IABC member earned \$24,367 in '79 -- but avg. female only \$17,076. Worse, men have gained 21.1% since '77, women only 15.9%.

FINAL WORD ON FOLLOWING UP
WITH MEDIA: IT WORKS BUT...

Degree of telephone follow-up is based on type of placement by Connie Powell, industrial group supvr., Public Communications Inc. (Chi.). Her comments:

MEDIA EVENTS: Day of event, shortly before time of the activity, I follow-up with calls to assignment editors, asking if they received notice and plan to cover it.

Results: Assignment editors don't like being bothered. A telephone call isn't going to make them cover an event they hadn't already planned to cover. Rarely, I find someone hasn't received the communication -- I am then able to fill them in on the particulars.

PRESS/PHOTO RELEASES: I rarely follow-up on these because they usually involve a mass mailing. If I'm hard-pressed for results, I'll make a few select calls.

Results: Occasionally, particularly with new product announcements, the editor will report the info wasn't received and I'll re-release it.

FEATURE STORY/INTERVIEW PLACEMENTS: Essential telephone follow-up. With out-of-town publications, I send query letter, follow-up with phone call. Locally, I first call to determine if there is interest. If so, I send comprehensive background letter and follow that up with a telephone call.

Results: Rarely does the editor call me before I call back. In one case, I followed up query letter with phone call -- the editor wasn't interested in the story I was pitching but conversation led to another story which was used.

I use this method both for broadcast and print.

BIGGEST STAGED EVENT IN RECENT TIMES
PROVIDES USEFUL IDEAS, CAUTIONS:
BETTER GET TV EQUIPMENT FIRST

Given only 4½ weeks to prepare for Pope John Paul II's visit last fall, Boston media coordinator Fr. Paul White turned to "The Over the Hill Gang" -- retired newspaper & broadcast journalists. They staffed "Information Central," prepared materials as fast as details become known. Also brought key arrangements people to give firsthand briefings.

White, a middle-aged priest, shared huge task with two carefully selected colleagues: "the old priest," and "the young priest." Divided press work into segments: 1) giving out info, 2) credentialing press, 3) arranging press pool for motorcade bus, flatbed, cathedral, Boston Common mass site etc.; 4) setting up sites along travel routes.

For event of such magnitude, nation's available store of tv equipment is in short supply. By prompt action, Boston stations scooped up from other areas, leaving Philadelphia, Washington flatfooted. Much borrowed from far away as California. Local stations pooled own equipment. (Estimated pooling costs, \$500,000!) Each agreed to concentrate resources at one site, worked with telephone engineers to set up coordinated microwave switching system to prevent sites cancelling each other out. Networks disliked local stations managing coverage -- claimed it "made them nervous," says Jim Thistle, WCVB-TV news dir. who was chosen by local stations to coordinate.

Papal entourage brought no bossy media coordinator, let local experts take charge. Even asked locals what points Pope should emphasize in their cities. White & Thistle told New England PRSA media reiteration of huge crowds expected may have led to lower turnouts. Unless deeply committed to personal experience of event, people may choose more complete altho packaged coverage of tv.

IMPORTANT ITEMS FOR PRACTITIONERS

"Direct mail by telephone" is being tested by AT&T. By digitizing voice of caller, service makes possible mass message delivery with speed of the telephone. "Advance calling" capability enables system to call unlimited number of people with message. Ideal for getting out urgent notices -- such as need for calls to Congress on bills up for action, or change of meeting date. Also for marketing time-fragile items such as theater seats, convention reservations, price-change notices. (Report available from AT&T's consultant, International Resource Development, Inc., 30 High St., Norwalk, Conn. 06851.)

"Hill & Knowlton launches training program for "inexperienced but talented employees." For 2 yrs, participants will rotate every 3 months thru selected departments in NYC hqtrs "possibly, one or more" of its other 10 U.S. offices. H&K expects most will land permanent positions, plans to help others find jobs elsewhere. First six