

Biggest complaint from public: "aesthetics" of hardware. "The system is the size of a shoe box and a half with wires going every which way." Channel 2000 hardware will eventually be like telephones with different styles, sizes & colors to please individual tastes. System is expected to be fully operational by 1983.

IMPORTANT ITEMS FOR PROFESSIONALS

Eliminating some gov't regs is counterproductive. SEC proposes to discontinue quarterly reports on securities portfolios held by management investment companies. Georgeson & Co. argues, in comments filed by Robert Ferris, this "would critically impair corporate ability to communicate with many institutional shareholders." SEC contends minimal effects will result. Ferris feels corporations will be unable to obtain current identifications of many institutional holders -- crucial in proxy fights & takeovers. (For copy, write pr.)

Learning from our goofs has long been touted by academics. They say it is strongest teaching method. NYC counselor Peter Martin is a believer. For a speech to the textile ind'y he's collecting incidents where lack of public relations knowledge caused humorous or embarrassing mistakes. Purpose is to show execs essentiality of sound public relations. Will respect anonymity, but asks pr readers to share gaffes they've witnessed. (Call him at 212/838-3050; or 770 Lexington Ave, NYC 10021.)

THIOKOL NAMES NON-PRO TO TOP PR JOB BUT HE PULLS ALL FUNCTIONS TOGETHER; TENN. WOMAN "READS FOR" VP-PR SPOT

When Thiokol (Newtown, Pa.) divested its general products div, it created a job for group vp as vp-corp rels & development. Edward Kearney feels "it will be an exciting

challenge." Once mktg dir of aerospace div, with MBA, he has no specific public relations background. Position is newly created, he told pr, pulling together all relationship functions. "This creation better enables company to communicate with the public."

At Heritage Quilts (Chattanooga) Sherry Edgemon is now vp-adv & pr (and first woman vp). As lawyers once did, she "read for" the profession, starting as a clerk in '64 after 6 mos of college business courses. Several different positions, including admin ass't to pres where adv was one responsibility, led to direction of a new div handling materials planning & purchasing.

When invention of "snug sack" doubled sales, need for consumer promotion became apparent. Previously she handled trade ads. Has been dpr & adv for year, told pr she knows field from practical application. "Everyone internally & externally is very helpful. I feel comfortable with my position. It's a unique situation, where I grew with the company." Heritage uses outside pr counsel -- Robert L. Paterson (Babylon, NY).

WHO'S WHO IN PUBLIC RELATIONS

VICE PRESIDENTS. Robert Aiello, sr vp, Ketchum MacLeod & Grove (Pittsburgh)... Bob John Robison, exec vp & hd of D.C. operations, Hill and Knowlton... Michael Sullivan (Phila) & Willard Nielsen (L.A.) sr vp's, Carl Byoir & Assocs... Alan Leahigh, Public Communications (Chi).

PEOPLE. Kraft (Glenview, Ill.) promotes John Thomas to vp-pr & comty afrs and Mary Welsh to mpr... Dart & Kraft (Glenview, Ill.) names Margaret MacKimm vp-pa ...IU International (Phila) names Richard Lunsford dir, investor rels... Michael McDermott joins BP North America (NYC) as mpr.

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RECOGNIZING INABILITY OF PRODUCT ADVERTISING TECHNIQUES TO SELL IDEAS INT'L CENTRE IN MONTREAL PROMOTES CONCEPT OF "SOCIETAL ADVERTISING"; MAY HELP MELD PERCEPTIONS OF AD FIELD TO THOSE OF PUBLIC RELATIONS

"Advertisers and advertising practitioners live in a planetarium where blue skies appear at the touch of a dial," feels Jacques Bouchard, pres, The BCP Group (Montreal). "While society was erupting outside, in our planetarium the stars moved 'round in a foreseen order. We were forgetting that the planetarium's ceiling was artificial, and the celestial music and the choir of angels were created by Muzak." To deal with the problem, Bouchard has founded The International Centre for Societal Advertising.

"Societal advertising" (see box) borrows from techniques of commercial advertising, but advocates a social conscience. 4 groups are "transmitters" of this "other advertising" -- humanitarian organizations, gov't, corporations & advocacy groups. Within these categories, Centre postulates 12 types of such ads:

First category: HUMANITARIAN ADVERTISING. First (1) it's behaviorist, battered children, etc. and (2) charitable, the Red Cross campaign.

Second category: GOVERNMENT ADVERTISING. Governments want a certain kind of behavior from us, want our good citizenship, want our money, our ideas, and even our lives! (3) behaviorist, road safety; (4) educational, the metric system; (5) administrative, "Mail your income tax return ..."; (6) economic, "Buy Savings Bonds!"; (7) military, ads that look like promotions for travel agencies and technical schools.

Third category: ADVOCACY ADVERTISING. First, (8) cause advertising, such as abortion, strikes, etc. Then, (9) the advertising of religious groups, electronic preachers and their present political pressure. Lastly, (10) the advertising of political parties.

Fourth category: CORPORATE ADVERTISING. It can be (11) altruistic in either (A) a proactive sense by involving the company in trying to influence the future; or in (B) a preactive style which tries to adapt to the future. Or it is (12) egocentric, expressing itself publicly only in event of disaster or attack; or wants to return

DEFINITION

"Societal advertising is a form of communication which is rooted in actual experience and which addresses itself to actual experience.

IT AIMS:

- to sensitize public opinion,
- to inform,
- to educate,
- to change attitudes,
- to reinforce or
- to break habits,
- to convince people of a certain options legitimacy."

-- from Centre's brochure



to past eras, "the good old days." Egocentrics, says Bouchard, ignore the social balance sheet, have not come into the open and seen "the world in its true proportions." They are the reason "the business world's balance sheet is socially in the red."

Yves Jasmin, Montreal counselor and only Canadian to win PRSA's highest award, feels Centre should have used term "Societal Information" to include public relations. "But pr is welcome to the Centre and many practitioners have already shown great interest, including myself," he told prr.

Centre will 1) promote research into societal advertising, 2) offer conferences, 3) mount free campaigns a la Ad Council for causes chosen by committee of humanists, 4) publish semi-annual journal in "popular scientific vein." It is multilingual. Budget is \$125,000 for '81. Exec dir is Mr. Jean-Marie Allard, formerly of le Publi-cite-Club de Montreal. (Write for info at 666 Sherbrooke St. W., ZIP H3A 1E7.)

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| <p>"Every advertisement is an essay written by society about itself: a society with a low regard for its advertising can't have very good feelings about itself."</p> <p>-- Alex Karpa, U.S. adv exec</p> | <p>"You can get people to switch to your make of cars, of cigarettes, of beer but you can't get them to use seatbelts, stop smoking or drink moderately. In my view, it's a question of motivation. We must face up to the normal illogical, irrational behaviour of people. They'll buy your product if you appeal to their emotion. They will not buy your ideas if you appeal to logic or reason. And too often ideas are presented on a logical, reasonable basis."</p> <p>-- Yves Jasmin, Canadian public relations counselor</p> |
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NEW COMIC STRIP FOLLOWS DALLAS' LEAD, INCLUDES PUBLIC RELATIONS WOMAN; SHE WENT INTO FIELD INSTEAD OF REAL ESTATE

comic strip promises a second interpretation.

"Ben Swift," a creation of John Lane, formerly art director of United Media Enterprises and chief editorial cartoonist for Newspaper Enterprise Ass'n, deals with the life of an older couple. Ben is a retired editor who spends his days "fishing, getting ready to write the Great American Novel and cooling his heels at the Social Security office."

Ben's wife, Bess, is the one to watch. Her children have left the nest and she is ready to start a new career. "The cliché is that the middle-aged housewife finds a new career in the real estate business," Lane told prr. "I want Bess to be different. So she becomes a public relations practitioner."

Lane has not fully developed Bess or her job. "Basically she does advertising & publicity work." Strip is currently bought by 85 newspapers across the country. The role of the public relations practitioner is becoming a recognizable force to the general public. The view of the profession given by these mass media interpretations is another matter.

Dallas' writers gave the public one interpretation of public relations practitioners in the avidly followed soap opera (pr 2/9). Now, a new

HISPANIC POPULATION SOARS; CENSUS CREDITS "IMPROVED PUBLIC RELATIONS" FOR BETTER COUNT -- BUT THEY OBJECT

inclusion of "a sizeable but unknown number of persons" who are in the U.S. illegally. Among actions taken to gain trust of Hispanics in the census was a moratorium on arrests of illegal aliens.

Hispanic groups favored the moratorium. But UPI quoted Raul Yzaguirre, pres, Nat'l Council of La Raza, as saying the comment was "gratuitous," "covering up for deficiencies" in the '70 count. Bureau responded that in '70 over 7 million Hispanics listed themselves as "other" on the census form.

"Hispanic" is defined as being of Spanish origin regardless of race. It is up to persons being counted to identify themselves. Blacks, whites or Indians of Spanish origin, for instance, face a choice.

U.S. CENSUS
INCREASES & DECREASES BY RACE

| Race | % of Population | Shifts |
|--|-----------------|------------------------|
| Whites | 83.20% | down 4.3% |
| Blacks | 11.70% | up 17% to 26.4 million |
| Hispanics | 6.40% | up 61% to 14.6 million |
| Others | 3.00% | increased |
| Asian & Pacific Islanders | 1.50% | increased |
| American Indians (includes Eskimos & Aleuts) | 0.06% | increased |

TECHNOLOGY UPDATE: BANKING BY TV EXPERIMENT WORKED, SEE SYSTEM OPERATIONAL BY '83

OCLC Inc, which operates a computer network for libraries, have completed a 4-month experiment which combines electronic banking & information systems. "Channel 2000" provides 24-hour banking with 95% of the usual services -- including loan applications.

"The system offers the average American some formal control over his life in a time when he feels he is losing almost all control," Mike Van Buskirk, Banc One dpr, told prr. Experiment ran into fewer difficulties than anticipated. Public reaction to the system is "very good."

System cost is high but will be alleviated by "spreading cost of hardware between services." Cost is also reduced by using "common household appliances," tv & telephone, to connect to the home.

Effect on banking will be a new dimension to regulation. Branching out between states is now restricted, but Banc One foresees growth into bedroom communities that border major cities in different states.

Banking from home, an idea of the future, has joined tv information retrieval as a reality of today. Banc One Corp, (Columbus, O.) holding company that pioneered electronic banking, and

DOESN'T PHASE KIDS
Hook-up of Channel 2000 hardware intimidated wife of Banc One's dpr but not his fourth grade son. "Kids work with computers in school so he found the setup easy. Marketing is currently being done in educational facilities to allay fear of gadgets. By the time Channel 2000 is operational public will be well versed in computer operations."