

Name cartoonists are available for publications, issue campaigns, bulletin boards, other uses from Masters Agency. Inventory of 30,000 single-panel cartoons covers general business, education, politics, religion, agriculture, medicine, insurance, banking, personal items, 172 more. Partch, Gallagher, Henderson, Wenzel are among comic artists. "Budget prices," says the vendor: \$7.50 per cartoon for circulation under 2,000, \$15 for over 100,000. (P.O. Box 427, Capitola, Calif. 95010)

#### USEFUL PUBLICATIONS FOR PROFESSIONALS

What Happens In Public Relations is the kind of book to give bosses on their birth-days -- and help yourself by doing so. Text is geared for managers undisciplined in public relations or pr professionals assuming responsibilities outside their area of expertise. Blends theory & practice into a working tool. This Ketchum, MacLeod & Grove project was authored by Gerald Voros (pres & CEO) & Paul Alvarez (exec vp). Available from Amacom, 135 West 50th St., NYC 10020. 232 pgs; \$17.95

Public Relations Handbook, second edition, is practical reference for both novice & experienced practitioner giving overview of the field. Includes numerous case studies from Silver Anvil Award entries -- many prizewinners -- to demonstrate pr expertise; extensive internal comms section; & new section on burgeoning field of hospital & healthcare pr. Positions public relations as "strong arm of management" but not yet a profession." Authored by Dan Forrestal & Richard Darrow. Available from Dartnell, 4660 Ravenswood Ave, Chi 60640. 1115 pgs; \$45.50

Ulrich's International Periodicals Directory, 19th edition, lists 62,000 periodicals published worldwide. Entries arranged alphabetically by title under 385 subject areas, cross-referenced where applicable. Gives frequency of pub'n, publisher name & address. Where available provides editor, circulation, subscription price, format, ISSN, etc. States whether pub'n contains advertising, reviews, bibliography, abstracts, charts, illustrations, statistics. Issued annually from R.R. Bowker Co, 1180 Avenue of the Americas, NYC 10036. 2,212 pgs; \$69.50

Business Organizations and Agencies Directory lists org'ns & agencies that are major sources of current info on American business & industry. Arranged in 26 sections, each devoted to a specific type of org'n or agency. Furnishes addresses in all cases, phone nos., contact persons & descriptions of svcs offered in many entries. Though oriented to American business, some foreign org'ns are listed. Available from Gale Research Co, Book Tower, Detroit, Mich 48226. 896 pgs; \$72

672 pgs of high quality magazine photographs & source information fill ASMP Book 1981. Divided into geographic sections; photographers listed alphabetically with address, phone & areas of specialization. Also includes info on stock photos, reps, models/talent, stylists/make-up, locations/sets, prop sources, processors/retouchers, equipment supplies, ad agencies & magazines, photo galleries, & ASMP's professional business practices. Available from ASMP National Headquarters, 205 Lexington Ave, NYC 10016. \$35

#### WHO'S WHO IN PUBLIC RELATIONS

DIED. William Snyder (Baltimore, Md.) 62, practiced pr thru own firm since

1947. One of few blind practitioners, he devoted much prof'l time to aiding handicapped.

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#### PUBLIC RELATIONS FIRST AMENDMENT CASE SEES FLORIDA PRACTITIONER DRAGGED OFF BY SHERIFF WHILE READING PREPARED STATEMENT

Dan Morgan was 3½ minutes into his prepared statement when the Chair ruled him out of order -- and had him bodily removed, while tv cameras rolled. Morgan told pr he'd been allotted 5 minutes before the Lee County (Fla.) commissioners on behalf of Lovers Key Corp. His 8-graph statement was the company's sole response to actions by the county in a controversial land use issue.

The Fort Myers Beach counselor, former pres. of PRSA's Rochester (N.Y.) chapter, is concerned for his professional reputation -- but feels the credibility of the field is also involved. Both cable and regular tv showed the incident, which generated a flurry of coverage by all media. "Misguided public servants" have an unfair advantage in ability to command media attention, Morgan is finding. He has filed a First Amendment lawsuit, claiming injured standing in the community, loss of clients, withdrawal of other economic opportunities & humiliation to his family.

In a "Dear Colleagues" letter to practitioners, Morgan asks for support to "expose this travesty nationally." If the act goes unchallenged, he believes it will be "easier and easier" for officials to ignore the profession's rights to freedom of speech & to redress the government -- basic First Amendment guarantees.

Gannett's Fort Myers News-Press editorialized on the importance of separating the zoning issue involved here from citizens' rights. "No matter how strongly the commissioners may have disagreed with what Morgan was saying, he had the right to say it." Editorial was headlined "Freedom of Speech for Developers, Too." However, the Beach Bulletin sees it as "railing at the commission for its treatment of the firm."

Morgan sees himself as "a calm, rational, apolitical professional" who was doing his job. Details of the case seem to support that view. Company owns & was preparing

#### COMMERCIAL SPEECH: TOO MUCH?

"Over the past 20 years the Supreme Court has made admirable advances in insuring freedom of speech, but has the court now gone too far? Recent rulings favoring advertisers and political fundraisers award First Amendment protection to those with the money to pay for it."

This position is expounded in the March Atlantic Monthly by a lawyer noted for landmark First Amendment cases, Charles Rembar. In "For Sale: Freedom of Speech" he writes, "Bringing commercial hawking within the fold of the First Amendment has resulted in rulings that are bizarre. We are more or less committed to a capitalistic system in our economy. But this does not mean the use of capital should determine First Amendment rights. Let us not get free private enterprise confused with free expression."



to develop beach front acreage on Lovers Key. To demonstrate awareness of environmental dangers, and "show willingness to negotiate with groups who have an honest difference of opinion with us" over coastal development, company voluntarily reduced size of project. 83% of the Key would be left in its natural state. County commissioners decided to acquire land for park, but voters said no. Commissioners then announced rezoning of the area to stop development. Morgan's appearance before the commission was to respond to the rezoning. (For info contact Morgan at 6612 Estero Blvd, Fort Myers Beach, Fla. 33931; 813/463-2745.)

LAWYER BILLS CLIENT FOR PR SERVICES;  
NEW TWIST TO OLD RELATIONSHIP

Connecticut lawyer adds public relations dimension to his legal duties. John Butts, defending town of Norwich in two cases,

billed for time spent talking to reporters. Board of Selectmen approved, saying lawyers either charge for such phone calls or include it in their retainer.

Butts' unusual billing practice was news item in Feb. 21 Norwich Bulletin. Article reports that most lawyers questioned do not charge for time spent on phone with reporters. Decision for such billing practice is up to client, according to one lawyer interviewed. "Basically, all that lawyers have is their time." Butts billed town for just that reason, claiming calls took "time out of the working day, in general." Are lawyers recognizing importance of public relations as a professional service for their clients? If they're billing clients for public relations service, do they know how to implement it effectively?

NOTEWORTHY TECHNIQUES BEING USED BY OTHERS

¶Semantics. Despite its aims of more efficiency & lower cost thru mechanization, there is resistance to the 9-digit ZIP code. Postal Service now calls program "ZIP Plus 4" in apparent attempt to remind everyone the idea is not new but merely entering its next stage of development.

¶Reputation. Notoriety as a marketable commodity is separable from a good or bad reputation, politicians have long argued: "Just spell my name right and say anything you want to." Media attention given Mary Cunningham's new job at Seagram verifies the assertion. Wires carried story & pic nationally, NYTimes gave it good play, news weeklies used color photos. Seagram (through its counsel, Adams & Rinehart, NYC) denied her notoriety had anything to do with getting the job -- as vp-strategic planning & project development. But how many other 29 year old female vp's does the company have? More accurate theory, from practitioners' viewpoint, is that Cunningham's previous publicity did not hurt her. As Oscar Wilde said, "The only thing worse than being talked about is not being talked about."

¶New Type of Stuffer. When Delta Airlines gives you your ticket, it comes with an advertisement. Stuffed in the ticket envelope is a 3-fold flier touting glamorous destinations such as Florida or Bahamas. Titled "sketches" stuffers also give useful data on weather, clothing, sightseeing.

¶Knocking Competition. Not good strategy. Case in point is banks' attack on money market funds. MMFs offer higher interest, are draining significant deposits from banks, S&Ls. Donoghue's Money Fund Report says the public is learning MMFs can offer a better deal from banks who keep talking about it.

¶Name Modernization. Are short, easy names superior even when they have a "manufactured" feel to them? Can a contrived name connote quality? Western International Hotels thinks so, has become Westin. Name combines initial syllables of old name, "are shorter, easier to remember, and easy to use" says CEO. Company believes name is "distinctive and appropriate for use around the world." Now celebrating its 50th anniversary, company is positioned as quality leader with properties like Plaza (NYC) & St. Francis (S.F.). However, after Hotel Corporation of America became Sonesta it became less well known.

SOCIOLOGIST'S HISTORIC & CONTEMPORARY STUDIES  
SHOW MEDIA COVERAGE DOES AFFECT BEHAVIOR,  
AT LEAST THE VIOLENT KIND

Recent studies suggest coverage of capital punishment, suicides & accidents in news media do have an effect on the public, according

to Psychology Today. Sociologist David Phillips at U. Cal. San Diego, concluded after a comparative study of London newspapers and weekly homicide statistics for 1858-1921, "the greater the publicity (of executions for violent crimes) the greater the drop in murder." When measuring the number of column inches given to the execution of 22 notorious criminals, he found a coinciding drop in homicides during the week of coverage.

Other studies by Phillips seem to corroborate these conclusions. Correlating Vital Statistics of the U.S. with the front page of the NYTimes for 1948-67, he found coverage of suicides had a direct effect. "The more days the story of the suicide and its aftermath remained on the front page, the higher the national suicide rate climbed." He cites the death of Marilyn Monroe, then the sudden 12% increase in suicides the month following.

A '79 study of the LATimes and traffic records shows a 31% increase in car fatalities three days after reports of a suicide in the paper. Though proof of suicide is difficult in this type of accident, Phillips sees certain patterns: increase in single car accidents, shorter lingering time of victim, age of accident & suicide victims tends to coincide.

ITEMS OF INTEREST FOR PRACTITIONERS

¶New perspective: how oil companies dominate Corporate America is shown by Business Week's new performance listing. 12 of top 25 in sales are oils. Exxon, no. 1 at \$110 billion (!) is \$46 billion bigger (!) than no. 2 Mobil at \$64 billion. Longtime leader GM at \$57 billion now has approximately half the sales of Exxon. Sales of leading oils grew last year by average of 32.2%. (On earnings list, 15 of top 25 are oils.) Only other industries with representatives in top 25 are electronic information handling with 3 companies, retailing with 3, financial services & autos with 2 each, chemicals & mining with 1 apiece.

¶New media use -- misuse? -- of the term public relations appears in LATimes. Subscription coupons in the paper are addressed to "Public Relations Department."

¶Simple English has become a selling point to mass audiences for insurance. Chicago Title advertisements on Phoenix radio promote company's "plain language residence insurance."