

Dramatically different format is used by Boston Edison for "Last Week." It measures 12½ in. long x 7¼ wide, like colonial handbills. Single column with ragged right, printed on heavy brown "wrapping paper," weekly for employees lives up to its name, tells what happened last week.

"Raytheon Magazine," new 200M circ. key audience vehicle, stands out because of its "just a tiny millimeter more" approach. Instead of typical 8 x 10 or 8½ x 11 format, it is 11½ x 8 3/4.

#### IMPORTANT ITEMS FOR PRACTITIONERS

Public relations should be a discrete category in statistics & reports on executives published by gov't, headhunters & ass'ns, argues Tom Wilck, vp-pa, The Irvine Co. (Newport Beach, Calif.). Arthur Young's "executive demand index," for instance, lumps pr/pa under "administration" with lawyers, office mgrs. Personnel, marketing & sales, finance & others have separate headings. Supporting his case is fact that grouping which includes pr/pa is fastest growing on index. All other executives except marketing & sales declined in demand last year, "administration" grew 95%.

Phony invoices for another "directory" are reaching companies, reports George Lewis of Ludlow Corp. (Needham Hts, Mass.). Apparent perpetrator is "American Publicity Directorate," whose computer-prepared invoice contains what he calls "some fine felonious touches." One is a carefully planned 2-color invoice, complete with spaces for customer acct no., salesman's name, various taxes, identification numbers for each service billed. Problem is outfit has no phones at listed addresses -- that is, the ones to which they'd like you to send a check for \$298.37.

Relationship between consumer affairs & "issues management" is being explored by SOCAP. Part of push by consumer afers dirs into strategic planning. Seminars in Chicago April 29, NYC on Sept. 15 will examine "The role of consumer affairs in corporate issue management." Other SOCAP events planned for coming months illustrate blurring of cons afers/pr functions, e.g. May seminar on "Media relations for the consumer affairs professional." SOCAP takes position cons afers is a distinct field, not part of public relations. (See prr 10/6/80 & 11/17/80.) (Info from SOCAP, 800 N. Taylor St., Arlington, Va. 22203.)

#### WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. AMAX (Greenwich, Ct.) names Mitchell Badler dir shareholder & investor comms...William Kendrick becomes vp-pa, Air Products & Chemicals (Allentown, Pa.)...Roger Rydell named mpr, travel div, American Express (NYC) ...Sandra Hughes named dir of newly-formed corp comms dep't, Budget Rent a Car (Chi)...Carpenter Technology (Reading, Pa.) promotes Wallace Hudson Jr. to mpr...Connecticut Public Television (Hartford) appoints Deborah Weingrad pub info mgr...Days Inns (Atlanta) names Tom Eppes dir media rels

...Edward Howard & Co. (Cleveland) elects Gary Pildner pres & chief operating ofcr ...Lisa Burns joins Gross Townsend Frank, Inc. (NYC) as dpr...Warren Davidson named vp-corp rels, GCA Corp. (Bedford, Mass.)...GTE (Waltham, Mass.) appoints James Lanigan dpa, Sylvania Systems Grp ...Gilbert, Whitney & Johns (Morristown, N.J.) promotes Allan Fliss to dpr... Lee Pitt joins Hughes Aircraft (Culver City, Calif.) as dir corp comms... Joanne Will joins Hill and Knowlton (Chi) as dir, food & consumer svcs; Anthony Furman appointed managing dir of new sports dev'l div, H&K (NYC).

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#### WE'RE JUST BEGINNING TO UNDERSTAND THREATS & PROMISES OF NEW MEDIA TECHNOLOGIES, SAY EXPERTS AT SEMINAR ON "COMMUNICATIONS IN THE 21ST CENTURY"

Shifts in dominant communication technologies occur with increasing speed. From spoken to written language took 50 million years; from writing to printing, 5 thousand; from audio-visual media to computerized technologies, less than 50 years. New technologies, however, do not necessarily displace older ones. Rather, the mix becomes richer & more versatile, one medium influencing another.

Philip Morris contributed to ongoing investigation of this key topic last week when 400 gov't, business, academic & media leaders were invited to its Manufacturing Center (Richmond, Va.). This is what they heard:

#### New Tech Will Further Fragment Audiences

New technology will result in "more audience fragmentation and less sharing of knowledge between rich & poor, advantaged & disadvantaged," believes Stanford U. comms prof

Elie Abel. The daily news of existing technology -- superficial and bland as it may be -- provides a "common pool of information." With increasing fragmentation of the national audience, by 1990 network tv will have lost no less than 10% and as much as 50% of its audience. New technologies will be serving "specific interests of specific readers and specific advertisers." "Narrowcasting," already evident in the audience segmentation of radio & magazines, will characterize the year 2001.

"The wired highway across America will have 100 lanes, some fast, others slow, some a hard pull up-hill for serious viewers, others a razzle-dazzle downhill slide for entertainment fanciers."

-- J. Richard Munro  
CEO, Time, Inc.

#### Pay TV Is New Form of Segregation

Interactive home-information retrieval systems, e.g. QUBE, pose the biggest challenge to fragmenting rich & poor because the subscriber pays directly for the program he or she chooses to receive. "The danger is that sooner rather than later many will be priced out of the market, debarred from benefits promised by the new technologies because they cannot afford to pay for them." We may be heading toward "a media segregated by economic and social class." Abel concluded with a quote from James Madison, who said: "A popular government without popular information or the means of acquiring it is but a prologue to a farce or tragedy, or both."

#### Media Events Are Possible Antidote

Media events can call a nation together, says Elihu Katz, prof of sociology & comn, Hebrew U. (Jerusalem). Broadcasts of contests (presidential debates or sporting events), conquests (doing the impossible, pushing back some frontier), and coronations (funerals,

Academy Awards, or inaugurations) are live relays of historic events-in-progress -- "the high holidays of mass communication." They are integrative because people can identify with them. Media events "connect people not only to each other but to values and beliefs which are central to the society." They often celebrate the overcoming of differences, the reconciliation of conflict.

TNCs Will Generate International Conflict

Efforts to obtain free flow of data across national boundaries will become a major issue, predicts the outspoken Herbert I. Schiller, comms prof, U. of Calif. (San Diego).

In turn, so will concentration of power in transnational corporations (TNCs) -- which more & more companies will be in the future. Commercial goals of TNCs are in conflict with social purposes of Third World nations. Free flow of information has frequently been identified as a mechanism for "information penetration, cultural domination, and economic exploitation." Therefore, says Schiller, there is "a worldwide movement against free flow, and the hegemonic information and economic power it confers on transnational corporate systems." He particularly finds alarming the global advertising projections of \$780 billion by the year 2000, up from '80 estimate of \$110 billion.

In the office of the future, every administrative worker will be backed up with \$10,000 worth of capital equipment, says F.G. (Buck) Rodgers, IBM, vp-mktg. Every office has 10 and maybe up to 40 applications of new technology.

Management of the Future = Computers & Communications

New tech will "radically change the structures and processes of most organizations, well before the end of this century," says Peter Keen, MIT mgmt science

prof. He believes we're through most of the incubation period in the development of what he calls "comunciations" -- the combination of computers & communications. Organizations will be seen as systems for information processing. Specifically, he sees telecommunications as the cause of and vehicle for major redesigns: 1) permit centralization-with-decentralization; 2) shift the influence of central staff; 3) eliminate spatial constraints on organization; 4) redistribute data; 5) create new couplings between previously separate units; 6) blur the boundaries between units and between the organization & its environment.

PRACTITIONERS SPECIALIZE IN POLICE PR BUT JUSTICE DEP'T DOESN'T KNOW IT

Despite evidence public relations techniques are key weapons in the war on crime, U.S. Atty Gen Smith's special task force

announced March 5 includes only same old professors, lawyers, cops. Group will examine federal role in combating violence, may get special urgency after the presidential assassination attempt. "Allocations of resources which would increase coordinated federal/state/local efforts" is focus of study. Some of these resources should go into public relations programs. Law enforcement experts note essentiality of good police/public relationships & communications vehicles in fighting crime (pr 11/10/80).

As an example of practitioners' expertise, Alan Bernstein has opened a firm called PASE (New Brunswick, N.J.). "Public affairs consultants to security industries and the law enforcement/criminal justice community" announces his letterhead. For the 80s he predicts "police dep'ts will have to market themselves like service industries in order to earn their budgets." He also sees private security co's competing with police -- and beating them thru more aggressive marketing. Non-profit

criminal justice groups with proven records will attract many new donors, in his view.

Bernstein, formerly with Curtis Hoxter, has a background in military police and the Customs Service. Another counselor representing law enforcement clients is Detroit's Dale Jablonski.

Of Related Interest: NYTimes is latest to confirm reports of many law firms retaining counsel (pr 4/9/79, et. seq.). March 20 article, however, equates public relations with publicity, marketing, image, talks about practitioners buying drinks for reporters. Lawyers' "generally low public standing" is cited as positive reason for embracing public relations.

LEARNING FROM OUR GOOFS: RE PLANNING  
It actually happened. A major manufacturer of farm equipment & agricultural chemicals gives awards to farmers & agri-businessmen who have displayed zeal in respecting environmental sanctity. 50 award winners were taken to Florida, the next day flown to Marco Island to see an advanced environmental project. They were flown back to the mainland late in the day and treated to a big dinner, which included a lot of wine and a speaker who went on for 45 minutes.  
Since farmers are early risers, they had now been up since 4 a.m. -- or a total of 16 hours at the conclusion of the speech. When the pr director switched on the hall lights, every one of the farmers, all 50, were asleep. And some had fallen asleep so swiftly that their faces were in their plates! Host officials stood stunned as the speaker finished ... and not one person applauded. Indeed, the only sound was snoring.  
-- shared by a reader in response to Peter Martin's request (pr 3/2)

NEW FORMATS & SIZES FOR HOUSE PUBLICATIONS ARE TOOLS IN STRUGGLE TO RETAIN READERSHIP

Not only larger type but also larger dimensions characterize the new breed of house newsletters & even magazines. 17 x 11-in. is used by Commercial Union (Boston) for "Aim" and Sheraton Centre (Toronto) for "Waterfall." Slight variation, 15½ x 11 3/8-in. is size of "MDA News" by Muscular Distrophy Ass'n (NYC). All are 4-col, highly illustrated, with one-color added to black. While gaining impact of large size, format offers easy handling by folding to conventional 8½ x 11 for mailing or other distribution.

Welch Foods' "Dialogue" (Westfield, NY) employs another method of achieving larger size. 13 x 10-in. with 3 cols, it is folded in thirds for mailing. This produces a 10 x 4 3/8 mailing piece, slightly larger than a #10 envelope so it stands out in the mail pile. Format provides room for large text type, bold but uncluttered headlines.

A third method of producing an impressively large publication that is easy to mail is used by Dix & Eaton (Cleveland). Its "News Briefs" monthly is printed on a single 11 x 17 sheet, then folded twice: first in half horizontally, then in thirds vertically. Result is an 8½ x 3 3/4 package that fits handily in #10 envelope.