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TENNESSEE SQUIRES PROGRAM USES HUMOR EXPERTLY,
MIXES SOFTEST OF SELLS WITH DRAMA OF CORRESPONDENCE
TO CREATE SIGNATURE PERSONAL MEDIUM FOR JACK DANIEL

There's a secret organization down in Tennessee ... that exists to give personality to a brand name & a company. It's been active "roughly 25 yrs." "Started in mid-50s as a way of recognizing our product & people's loyalty to it -- a way of saying thank you," Martin Brown, pres, Jack Daniel Distillery told prr. But that's all he would tell. The company is very secretive and vague about the details, says when Wall Street Journal wanted to do a story about Tennessee Squires -- as the group is known -- company turned it down. Here's how the good-humored program works:

To join, you must be nominated. "People usually know someone in the Squires," divulged Lefty Stern, ass't to exec vp-adv. There's a nominating committee "of sorts." Names of members are not given out. If you get in, the fun starts at your mailbox. After welcoming letter from company (see box) member receives unexpected word from J.C. Keslick, Trustee of Moore County, that he is "a taxpayer & property owner." "I thought you would be interested in seeing the countryside surrounding your property," writes Keslick, enclosing a snapshot of a wooded rural scene "taken recently by one of our county surveyors looking west-southwest late in the afternoon."

Each member is deeded either a sq. inch or a sq. ft. Company wouldn't confirm which. However, Moore County Tax Assessors office reports approximately an acre deeded to Tenn. Squire Ass'n. If a sq. ft. is given each member, 43,560 can be accepted. If a sq. inch is given, the number leaps to 6,272,640. And there's plenty of land around the

"Mr. Joe E. Swing has asked that we consider your election to membership in the Tennessee Squire Association. We are delighted to inform you that his recommendation has been accepted.

"The Tennessee Squire Association was formed many years ago to acknowledge those friends of our distillery and of our Tennessee whiskey. Members include, for the most part, prominent people in business, the professions and entertainment. There certainly is no obligation on your part, nor will there be any attempt made by our company to use your good name in any way. It is just our feeling, Mr. Brack, that too little time is spent in this day and age enjoying the friendship of others. The Tennessee Squire Association is but one small attempt on our part to speak up.

"Should you be traveling through Middle Tennessee, do drop by and visit. We would be privileged, indeed, to show you through our distillery."

Sincerely,

Martin S. Brown
President

-- opening letter in series,
on Jack Daniel Distillery's
picturesque letterhead

FRUITS OF DEREGULATION: DRAMATIC AIR FARE JUMPS

April 1 of:	1978	1979	1980	1981
Chi-NY	\$ 78.70	87.96	123.15	175.24
Dallas-DC	\$111.11	118.52	165.74	221.90
Chi-LA	\$149.07	158.33	231.48	320.00
Cleve-Seattle	\$168.52	179.63	250.00	303.81

N.B. 1-way coach fare sans tax. Prior to Oct. 1, 1980 tax was 8%, now down to 5%.

NY-Denver, for instance, will be \$298, is now as high as \$450. Boston-Albuquerque will be \$298 round trip, currently \$750.

\$100 hotel rooms are now routine in NYC, some other major cities. Fancy resorts offer lower prices than these business hotels.

DECENNIAL PRICE RISE COMPARISONS FOR SELECTED PR ITEMS

Item	72-76	77	78	79	80	Jan-Feb 81	Total increase over '72
Envelopes	55.0%	13.0%	6.0%	17.0%	7.0%	9.0%	178.0%
Postage	63.0	-0-	15.4	-0-	-0-	20.0	125.0
Paper	61.9	5.4	6.6	8.4	11.9	5.0	132.0
Printing	82.9	31.0	17.0	18.0	13.0	N/A	274.0
Salaries-U.S.	46.2	3.0	8.0	3.0	12.9	N/A	52.1
Salaries-Canada	86.3	5.8	-0-	9.1	10.0	N/A	50.0
Inflation	36.0	5.8	6.5	11.3	13.5	.9	106.2

WHO'S WHO IN PUBLIC RELATIONS

DIED. James McGonnell (Ashland, Mass.) 58, vp, Strayton Corp. Prime mover in developing office automation systems for pr industry; founding mbr of PRSA's Automation Task Force.

Jacob Wittmer (Lancaster, Pa.) 62, comms mgr, Sperry New Holland. Former pres, IABC, & founding cmte mbr.

AWARDS. PRSA picks 31 winners from record 423 entries to receive Silver

Anvil Awards. PR firms claiming more than one winner are Daniel J. Edelman, 4; Carl Byoir & Assocs, 3; Fleishman-Hillard, 2. Among winners are Kaiser Aluminum & Chemical, "Trial by Television" (see prr 2/23) and Sperry Corp, "Sperry Listening Prgm" (see prr 4/7/80). For synopsis of winners write PRSA.

PEOPLE. Dow Chemical (Midland, Mich.) promotes E.N.(Ned) Brandt to a new position, sr counselor pub afrs.



sparsely settled town ("pop. 361") to swell the ranks. Taxes on the land are paid by Jack Daniel, says the assessor.

Innovative Solution To Growing Problem Of Creating Personal Media

Next comes a letter from Lynchburg Hardware & General Store. "You know Mr. Jones I can't remember us ever meeting and if we have I sure do apologize for the lack of memory" begins the badly typed missive. A Farmers Almanac is enclosed since Clayton Tosh, store manager, "figured you might be planning on farming your land." He offers "real good deals" on seeds, hoes & rakes.

Drama enters with the next letter, also from the county. "This is to advise that your taxes have come due on your unrecorded plot no. xxx near Jack Daniel's Hollow at Lynchburg, Tennessee." Two days later a letter arrives from the Squires, however. "Just wanted you to know that your tax problem in Tennessee has been taken care of, at least for this year." Attached is a tax receipt from the county made out by hand in the member's name.

Further correspondence, usually a month or two apart, 1) tells how to make sassafras tea to cure spring fever, and encloses the ingredient (Squires letterhead); 2) advises that spring rains have washed part of the top soil off the plot (County letterhead); 3) invites you to go fishing (hardware store letterhead); 4) sends a book of photos of the area, made possible because the general store owner "discovered a small credit balance carried on our account" (Squires); 5) requests permission to run the annual coon hunt over your land, with poster for the hunt (Lynchburg Coonhunters Club); 6) sends a twist of tobacco grown by a neighbor, noting "you have done nothing with your property. It's a shame too because this has been a fine year for tobacco here in Tennessee" (Moore Farmer's Co-op); 7) and right after Christmas sends some black-eyed peas to be eaten with hog jowl on New Year's Day -- a "southern 'head start' program." But "we've sent only enough peas for a couple of servings, so if there are more in the family, we'd suggest you pick up another pound or so when you buy the hog jowl." Graddy C. Richard, secretary-treasurer, signs that one on the Squire letterhead. (For copies of several letters in the series, write prr.)

Asked if the organization is loose knit, Stern laughingly replies "that's an understatement." Program complements company's highly personal ads, its tours of the county & incidentally the distillery, other moves such as placing its property in the National Register of Historic Places & continually advertising the fact. Recent promotion offered a selection of old Jack Daniel labels.

¶Good news: You may be able to join the Tennessee Squires. In agate type under the illustration of a recent ad appears this copy: "If you're a friend of Jack Daniel's, drop us a line. We'd like to get to know you." Company did not say what purpose of soliciting letters is, but....

MONSANTO CEO ADDS SUPPORT TO ENDING PR'S FIREFIGHTING ROLE

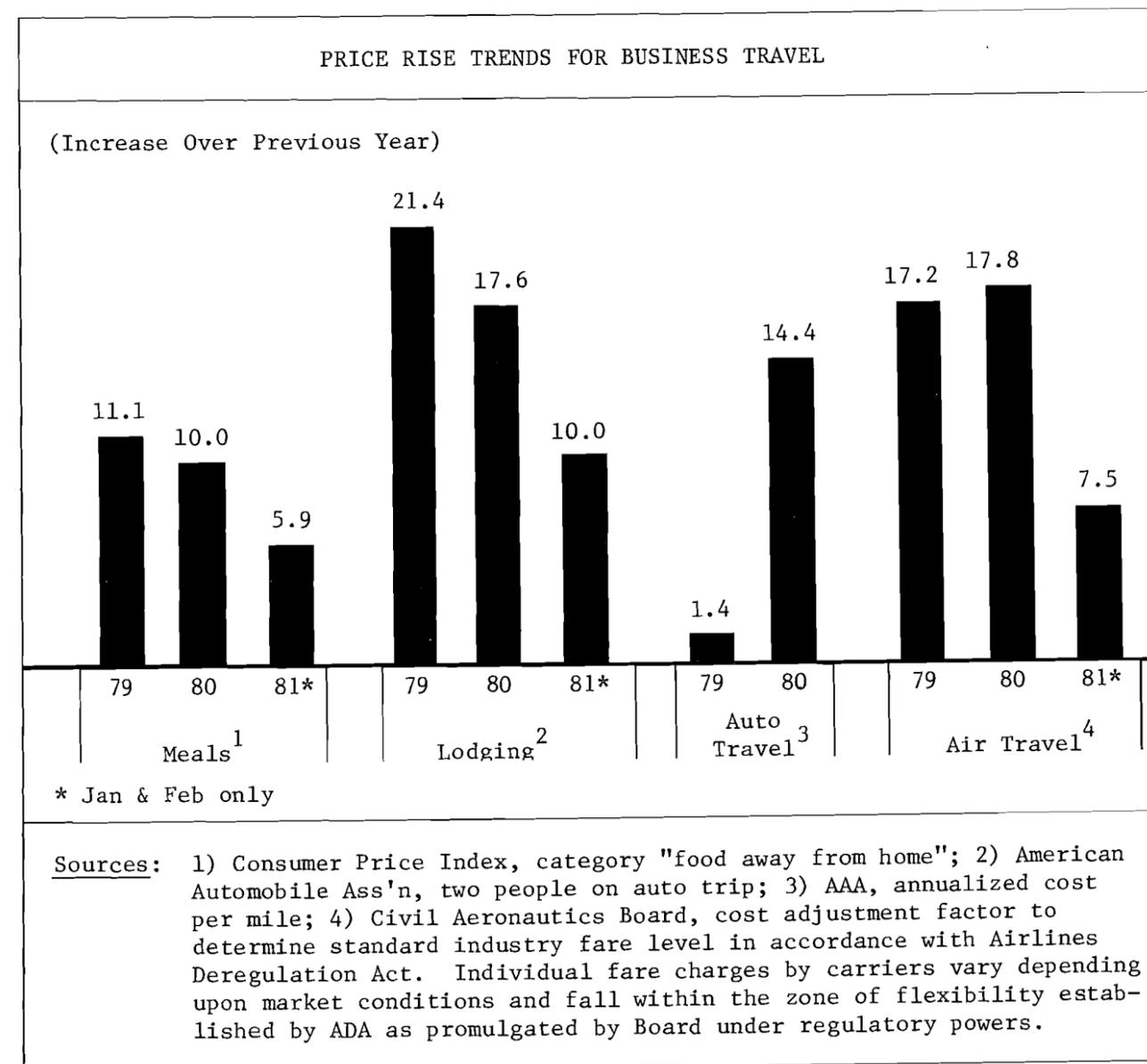
"The public relations professional of the 80s must encourage evaluation of social and ethical aspects of major decisions," John W. Hanley believes.

The upshot of this "conscience" role, plus keeping organizations alert to emerging social trends, is that pr will "play an even more vital role" in decision making, rather than just being left to defend ones already made. In addition, practitioners need to 1) "make sure that performance is fully in line with reasonable public expectations," and 2) "help business reorder priorities so there is a more equitable balance between profits and social responsibility." Hanley spoke to St. Louis PRSA upon receiving chapter's Lamplighter Award.

NEWS FOR BUDGETEERS PART II: TRAVEL COSTS OUTPACE ALL OTHERS, ALREADY LEAP HIGH IN '81

Lodging and air fares have risen more in the past 2 yrs than any cost charted by prr. Restaurant meals

are close behind. All three are jumping much faster than inflation. Surprisingly auto travel rose only 1.4% last year. But it has leaped 16% in '81 due to gas price hikes following Pres. Reagan's decontrol order. Of 13 categories in this year's Budgeteer study, only one has experienced even a dip in price since '78. Business books went down in '80 over '79 but then went right back up and today cost on the average 13.5% more than two years ago.



Emerging airline price wars signal some relief. However, fare cuts are not meant for business travelers, often require advance booking & payment, allow no change in schedule. Cuts can be steep: from \$108 to \$69 between D.C.-Boston when NY Air entered the route. TWA began war on major routes for period April 20-May 31.