

tions; on issues, ethics & crisis communication. 56 annotated case studies have been added to provide additional investigative subjects. Valuable reading for practitioners, useful guide in program planning. Introductory chapter on "Approaches to Problem Solving" offers structure to a perpetual challenge for professionals. (Available from Prentice-Hall, Englewood Cliffs, N.J. 07632; 363 pgs, \$13.95 paper.)

Women can be effective leaders in a male dominated work world, claims Lois Borland Hart in her book Moving Up! Women And Leadership. She provides practical tips, worksheets, exercises, role playing suggestions, questions to ask yourself, checklists & rules, self-tests and rate-yourself charts to help you develop effective leadership qualities. Author deals with seven dimensions of leadership: 1) communications, 2) human relations, 3) counseling, 4) supervision, 5) management science, 6) decision making & 7) planning. Includes appendix listing nearly 100 professional women's groups; references; and resources for personal development, getting support from others & planning for action. Chapter titled "Communicating Up and Down and All Around" is practically a primer for that segment of public relations practice. Author takes a practical, not a feminist, viewpoint. (Available from Amacom, 135 West 50th St., NYC 10020; 229 pgs, \$6.95.)

INTERNATIONAL SUPPLEMENT IS A GLOBAL VILLAGE NEWSPAPER

International journalist Crocker Snow is providing the global community with its own internal newspaper, written by top journalists in their native countries. The publication, WorldPaper, "is designed to serve as a forum for international opinion -- and to thereby help a reader in New York see things from a New Delhi point of view and vice versa," Snow says.

Thru the contributions of 12 associate editors from 12 points on the globe including Northeast, Central & Southeast Asia; Eastern & Western Europe; North & South America; and Africa, the tabloid "offers the voices of the world the chance to speak for themselves on international themes and issues."

While the first issue raised some questions about anti-western thought, Snow says that the paper is non-ideological and has no single editorial message. Backer Harry B. Hollins, a Wall Street broker, claims "I felt right from the start, if it were going to be a truly world paper, the journalists had to be indigenous to their areas."

Topics highlighted in the 16 issues published since its beginning in '79 include the invasion of Afghanistan, world economy, endangered cultures, drugs at work, China's youth problem & Japan as a super power.

The paper is produced in Boston, distributed as a monthly special section in major newspapers around the world. Circulation includes Caracas, Quito, Mexico City, Bangkok, Manila, Singapore, Geneva, Oslo, Johannesburg and the Middle East. Tabloid is printed in English, French & Spanish. (Advertising & press release inquiries: 8 Arlington St, Boston 02116.)

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. Sanky Trimble (reg'l dir, Distilled Spirits Council of U.S., Albuquerque) receives special presentation of El Conquistador Award for excellence in pr from N.M. Chap PRSA.

Jim Haynes (comms consultant, Hay Assocs, Dallas) receives National Public Relations Award for contributions to pr field & educ from Dep't of Journalism, Ball State U; & citation as outstanding U of Texas grad in pr from U of T PRSSA Chap.

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REA SMITH DIES: RESPECTED LEADER, SPOKESWOMAN

Rea Smith, who died unexpectedly last week, earned a position as one of the best known names & voices in public relations. She was a major force in the organized profession for over two decades. As vp then exec vp of PRSA, she spoke for the field. She joined the Society in 1957 when her husband & consulting firm partner, Shirley, was its chief of staff. PRSA was then 10 years old. The Smiths had operated a public relations firm in Memphis since '47. Tho' Shirley moved on to other activities, Rea remained, becoming vp-admin in '71 and exec vp in '75. Following a period of illness, she became exec dir of Foundation for Public Relations Research & Education in '79 and was reorganizing its programs & management while helping celebrate its 25th anniversary. She had apparently recovered her health; her death at 63 was a shock to colleagues around the world.

James F. Fox, who was PRSA pres when Smith became exec vp, said: "No one has made a greater contribution to organized public relations. Her influence on the field has been monumental. As executive director of the Foundation she directed that organization's period of greatest influence and growth." Dr. Dorothy Gregg, corp vp-external affrs at Celanese, told pr, "It is an irreparable loss to the whole public relations field."

A memorial service will be held in NYC later, Dr. Frederick Teahan, vp educ PRSA, told pr. Former PRSA vp F. Bryan Williams, now a seminarian & Smith's executor, is in charge of arrangements.

SUPERMARKETS BECOME INFO CENTERS AS COMMUNICATORS GO WHERE CUSTOMERS ARE

Supermarkets are testing tv screens, suspended above checkout lines, to show silent commercials. On-Line Media's 6-min video tape repeats 5-, 10- & 30-sec messages. Studies show an average wait of 6½ minutes at checkout counters, which is viewed as boring by customers, according to Welch Foods (Westfield, NY). Company describes test results for its products' sales improvement as "impressive."

Taking off from such in-store marketing, plus the rising sale of magazines in supermarkets, Amer Heart Ass'n (Dallas) is launching a health newsletter for distribution in food stores. "To the Good Life" will reach consumers at point-of-purchase "where they make the decisions about what they eat." Monthly will be available to outlets on subscription basis, will debut this fall.



CONSUMER AFFAIRS PROS SEEK
STATUS & CREDIBILITY VIA
"ISSUE MANAGEMENT"

Society of Consumer Affairs Professionals seminar concludes input of consumer trends is valuable to identification of issues, offers cons afrs practitioners a route to the top. Ray Hoewing of Public

Affairs Council compares cons afrs today with pub afrs a decade ago. "Too many companies regard cons afrs people as specialists with advisory & informational jobs. When they're not at the policy level they are ill-equipped to achieve what needs to be done." He believes issue management is not a new name for an old skill -- tho' many public relations practitioners argue otherwise.

Camille Haney, SOCAP vp, describes consumer leadership as the cutting edge of public opinion. "If you are not actively engaged in issue management now," advises Kathleen Gigl, vp, Consumer Concepts, "look that way for the best route to professional development."

SAYINGS FROM ISSUE MANAGEMENT

"Ignorance gets us into trouble, arrogance keeps us there."

"The media doesn't create issues."

"No one can manage an issue, but you can participate in the process."

"All great consumer legislation has a history of 12-15 years or more before rising."

-- Ray Ewing, issue mgmt dir, Allstate Insurance, to SOCAP seminar

FINDS USE OF 2ND LANGUAGE
NOT ALWAYS WISE MOVE;
MORE THAN TRANSLATION INVOLVED

In a state more culturally sensitive than most, Univ. of New Mexico Medical Center does not translate patient information into Spanish or other languages. Among the reasons cited by Carolyn Tinker, dpi:

1. Too much variation in colloquial Spanish. Cuban, Mexican, classical & other versions vary widely. Ask what version of what language, she advised pr: local dialect, textbook Spanish, international Spanish or what?
2. Many Hispanics -- especially old line influential families -- are insulted by inference they can't read English. Despite attention to new immigrants, many have been citizens for generations. In N.M., for example, Spanish settlers had already built an impressive capitol building by 1610, only 3 years after founding of Jamestown, Va.
3. Those that cannot read English often cannot read other languages either.
4. If don't translate into all languages, who do you leave out? Vietnamese & other Indochinese are new groups in many places. N.M. has 35 Indian languages with artificial written systems.

Tinker's rule: "It depends on exactly who you're writing for." Sticking to one language solves the problem of consent forms. Interpreters are used, and they must sign as well as patients to verify understanding. This also provides a personal relationship in a one-on-one situation.

ITEMS OF INTEREST TO PROFESSIONALS

"Japan seems to be taking another American concept -- professional public relations" and adapting it to its industrial needs, reports Electronics magazine's Washington editor. He compares 2 events on same day in capitol. Japanese electronics execs rented exclusive hotel, had name speakers at day-long seminar on interdependence of U.S., Japanese industries. Elsewhere 5 U.S. electronics trade ass'ns were pitching House Ways & Means Cmte for tax reforms to stimulate R&D. Media ignored latter as another special interest group asking for help. Thanks to "effective advance promotion of its event," seminar got full international media coverage. "The difference was effective public relations," concludes editor. His advice to American manufacturers: Do a far better job in promoting your contributions to technology & the national economy to larger audiences than Congress.

"Emotional appeals on tv have been improperly studied, may not be less effective than logical appeals as previous testing has indicated. Foote, Cone & Belding's "masked recognition" method for researching effect of commercials reveals "seriously misleading" results from standard day-after recall studies. Conventional method is to ask viewers to verbalize the message. When appeal is emotional, this is more difficult. Masked recognition doesn't require verbalizing. Instead commercial is shown with brand identity blocked out. Respondent is asked to supply this missing information. Emotional appeals that have been successful in the marketplace despite low day-after test scores are no longer mysteries -- as any public relations professional could have told our advertising confreres. (Info from Carol Bruckman, FC&B, 401 N. Mich. Ave, Chi 60611.)

"Film length is far less important for cable tv, Cablevision's CEO Charles Dolan told Audiences, newsletter of Association Films (NYC). Cable operators' concern is quality, not length -- films good enough to be used on a video service for which subscribers pay. "Because premium cable works without the time constraints that shape commercial tv programming, a film can run five minutes or 72 minutes. Its acceptability will be a function of its value to viewers, not of its running time."

"100 surefire restaurants for entertaining clients or bosses, as rated by those tough consumers the business executives, has been published by Sales & Marketing Management and Restaurant Business magazines. 31 states, 2 provinces & D.C. had picks. Anthony's Pier 4 (Boston) was top vote-getter for 8th straight year -- remarkable since it is also nation's highest volume eatery. Karl Ratzsch's (Milwaukee), New River Storehouse (Ft. Lauderdale), Old Original Bookbinder's (Phila) & Joe's Stone Crab (Miami Beach) followed in that order. (For copy of Business Executives' Dining Awards write S&MM, 633 3rd Ave, NYC 10017.)

"Business & financial wire services generate 36% of biz pg content, according to responses by editors to a survey by Brouillard Communications (NYC). Papers with small biz staffs and newer biz editors use even more wire copy. News releases, by contrast, produce less than one-fifth of biz news.

PUBLICATIONS FOR PRACTITIONERS

"2nd edition of Public Relations Practices Case Studies is an updated and expanded edition of the first. Now co-authored by Allen Center & Frank Walsh -- Center wrote the original edition alone. Understanding of actual public relations problems is inculcated by real-life contemporary examples. 24 complete case studies are divided into sections on employee, community, investor, consumer & media rela-