

Salary distribution among IABC members shows largest bloc, 38.2%, earns \$20,000 - 29,999 a year, 1981 poll of members finds. 24.3% earn over \$30,000. Median pay is \$24,876. (pr's 1980 Survey of the Profession reported median pay for pr execs at \$35,000.) Those in the largest salary grouping also say they are: 1) only marginally influential (men), extremely to marginally influential (women); 2) in current positions 1-3 yrs (men), 1-6 yrs (women); 3) in profession 1-4 yrs (men), 2-10 or more (women). 25% of members work in public relations dep'ts, 17% in comms, 9% in pub afrs. Significant finding: 1/3 of participants are in newly created jobs, illustrating expansion of field.

OMB Bulletin 81-16 (pr 6/15) is nothing to be alarmed about, thinks Al Hattal of Treasury Dep't -- pres, Nat'l Capitol Chap/PRSA. "Sometimes we forget the gov't should only be answering pertinent questions -- and can't answer all questions." He believes OMB action is expected, logical & largely desirable. Films & publications have a tendency to creep up, and he feels no one can deny there is fat which should be reduced. "People in public relations in gov't are there to see that the mission their agencies are given is carried out. This, however, does require some films, publications and so on." Besides, new administrations like to look with horror on what they inherited; and it's universally popular to say we can save tax dollars.

Videocassettes containing several sponsors' PSAs for use by cable tv is one solution to cost & wastefulness of sending directly to thousands of cable stations. Cassettes are also more expensive to dupe & ship than 16mm film format used for commercial & public tv. Service is offered by Planned Communication Services. First release, early this month, carried 15 PSAs from all sectors: nonprofits like Boys Clubs of America, gov't agencies such as President's Committee on Employment of the Handicapped, ass'ns from Nat'l Ass'n of Realtors to Moped Ass'n, corporations such as W.R. Grace, and a labor union, ILGWU. Went to 200 largest cable systems with 7.5 million subscribers. Regular schedule is planned. (PCS, 12 E. 46th St, NYC 10017; 212/697-2765.)

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. Los Angeles Chap/PRSA presents "Top Professional" award to David Hurford, recently retired dpr, Sears.

VICE PRESIDENTS. Bruce LeBoss, Regis McKenna (Palo Alto, Calif.)...Jean Farinelli, sr vp, Carl Byoir (NYC)... Thomas Rich, vp mgmt supvr, Ketchum MacLeod & Grove (DC).

PEOPLE. Mike Maloney joins Keller-Crescent (Evansville, Ind.) as pr spclst ...Aid Association for Lutherans (Appleton, Wis.) appoints Larry Kath dir corp rels... Libbey-Owens-Ford (Toledo) appoints Melvin Barger dir comty rels and Charles Kingdom dir empl comms... Quaker Oats (Chi) promotes Deborah Kelly to vp-invs rels...RPC Corp (Roxboro, N.C.)

names Nathaniel Jones dir pr & mktg svcs ...Pat Korten becomes dpa Federal Office of Personnel Management (DC)...Norton Co. (Worcester, Mass) names Robert Kucharavy publicity mgr.

J. Patricia Aljoe joins Amcon Group (NYC) as dir corp comms...Burson-Marsteller (Chi) promotes Robert Kornecki to client svcs mgr...Thomas McKnight joins Gannett Satellite Information Network (DC) as vp/telecomms...Playboy Resort & Country Club (Lake Geneva, Wis.) appoints Dieter Sturm mpr...Gerald Meyer named corp vp-ext. rels McDonnell Douglas (St. Louis).

ACCOUNT SUPERVISORS. Judith Ressler, Public Communications (Chi)...Mary Stackpole & Christopher Cain, acct mgrs, Creamer Dickson Basford (Pittsburgh); James Kirwan, sr acct supvr (Providence).

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TV SCRIPTWRITERS CAN DO NO RIGHT:
CHARACTERIZATIONS OF (ALMOST) EVERYONE CALLED UNFAIR;
IS IT A PUBLIC RELATIONS PROBLEM? OR SHOULD IT BE IGNORED?

Business is the latest sector to claim inaccurate or inflammatory treatment in tv drama & entertainment shows. The Media Institute systematically analyzed content of 200 episodes from 50 primetime series and found: 1) 2 of 3 businessmen are portrayed as foolish, greedy or criminal; 2) almost half of all work performed by them involves illegal acts (see box); 3) the majority of characters who run big businesses are portrayed as criminals; 4) tv rarely portrays business as socially useful or economically productive.

But labor did similar research first -- and feels union members get a bum rap on the tube. All are Archie Bunkers. And unions are adversarial with few positive acts portrayed. The Machinists, Bakery Workers & Operating Engineers have been monitoring programs over a year.

Sophisticated 2nd round last April used computerized forms across the country.

Business & labor disagree in one area. Unions believe they are treated pejoratively on tv news also. Leonard Theberge, Media Institute pres, said his research took off from a continuing study, The Television Business-Economic News Index. "While tv news has many shortcomings," he found, "an inherent & persistent anti-business bias is not one of them." Laborers Union fired off a strong letter to NBC protesting a 4-part series by John Chancellor on corruption within the union. The corporate position is favored "anywhere from 9 to 1 to 3 to 1," Machinists' monitoring found. News of unions is negative -- walkouts or strikes.

DASTARDLY COMMERCIAL TYPES ON TV

Behavior	Head of Big Biz	Exec/Mgr	Small Biz Owner	Salesmen & Other
Illegal	75%	28%	30%	40%
Malevolent	10	36	10	0
Foolish	0	14	43	27
Self-Interested	15	22	17	33
	100%	100%	100%	100%
Number of Cases	20	14	30	15

Women feel tv is discriminatory, and have a bone to pick with Theberge. Asked why tv writers knock business, he notes the need for good guy/bad guy faceoffs in drama. Biz personalities fill "the vacuum" left when minorities, ethnics & women started to be "treated much more fairly" than in the past. Not so, claims lawyer & theater prof Judith Hartwell. She cites silly commercials, soap operas & a net decline in



women's parts in drama shows. In '52, women played 38% of the roles. In '74, this share had fallen to 28%. "Wacky Laverne & Shirley, jiggling Charlie's Angels, poor maligned Edith Bunker" and women squeezing toilet paper are both unrealistic & a disservice, she feels.

Should Something Be Done About It? Approaches vary. "Crooks, Conmen & Clowns," as Media Institute study is titled, offers no solution. The 3 unions plan to present national findings to FCC, ask for equal time under the Fairness Doctrine. Hartwell suggests "sit down & write that letter next time you're offended by or unhappy with the image of women being presented in your living room." This is important, because "we have a tendency to believe that what is on tv is what really is. What you see can end up being what you strive for."

Local newscast monitoring by unions was used differently. In 52 cities they took their results to station managers. Jerry Rollings, ass't dir comms for the Machinists, told prr this "at the very least opened up a dialogue and made them aware of what they are doing." Unions also try to mention positive portrayals when they occur. "Lou Grant" treated a printers' strike fairly. ABC aired "Norma Rae" (pr 3/10/80) -- possibly a result of union's actions, says Rollings.

When public relations was typecast on "Dallas" recently (pr 2/9) some practitioners wrote the network. Tony Franco, PRSA pr cmte chair, proposed ignoring the specific case, forming a cmte to both publicize the positive role of opinion molding in history and serve as technical consultant to film studios. When a gossip columnist reported the actress portraying the "sexy pr lady" had enrolled in pr seminars at USC & UCLA, Franco sent her a copy of his memo to PRSA members -- and offered to assist in making her portrayal accurate.

Oil companies have turned to massive support for the alternative, public tv, to gain "nobility by association," as TV Guide phrased it last week in its lead article. Mag concludes this is an excellent promo package for an industry viewed as "profit-eering & hardhearted."

STUDY OF EXEC ATTITUDES TOWARD SPEECHES REVEALS CONTINUING OPPORTUNITY FOR PRACTITIONERS TO ADVANCE THEIRS & EMPLOYERS' CAUSES THRU TRAINING Before special training in facing audiences & public speaking, 60% of business executives either "dread" or "tolerate" giving speeches, according to a survey of 700 execs by Communispond. After training, 53% report saving time on speech preparation. All claim more favorable response from listeners. But 15% still only tolerate the chore.

Surprisingly, more than 90% write their own speeches. Speechwriting is one of the highest paid public relations specialties. A NYC opening now in search offers up to \$80,000. prr reported as far back as '77 a shortage of qualified speechwriters -- which may partially explain why execs write their own.

Communication skill is thought to be 2nd only to business knowledge as factor in personal success. Most desirable abilities mentioned are 1) poise & confidence and 2) being understood "whether audience is one person or 100." Effective way to gain poise is "eye/brain control" -- focusing on one person long enough to finish a complete thought before moving on to another member of the audience. 3 tools for increasing understanding listed by respondents are 1) proper organization of the information, 2) use of visuals, 3) reducing nervousness by redirecting physical energy.

Benefits of better communication skills noted by execs include improving understanding among co-workers, reducing the length of meetings & increasing sales. Pres. Reagan & Billy Graham ranked as best public speakers today.

AN EMPLOYEE RELATIONS PLANNING GUIDE

<u>What They Do & Don't Read</u>			<u>How They Judge Internal Publications</u>	
<u>Rank</u>	<u>Subject</u>	<u>Interested</u>	<u>Criteria</u>	<u>Find Their Pub'ns Are Usually</u>
1	Orgn's future plans	95.0%	Easy to read	90.9%
2	Personnel policies & practices	90.3%	Believable	88.9%
3	Productivity improvement	89.7%	Regularly received	87.4%
4	Job-related information	89.4%	Interesting	78.9%
5	Job advancement opportunities	88.4%	Read thoroughly	76.5%
6	Effect of external events on my job	87.6%	Up-to-date	75.5%
7	Orgn's competitive position	87.1%	Attractive	71.8%
8	News of other dep't/div	85.9%	*Good source of important organizational information	67.7%
9	How my job fits into overall org'n	85.6%	*Balanced coverage	50.2%
10	How the org'n uses its profits	83.2%	*Read by families	27.5%
11	Orgn's stand on current issues	83.1%	*Helpful in employees' work	18.2%
12	Orgn's comty involvement	82.2%	*Ed. note: These findings deflate major assumptions of many internal communications programs.	
13	Personnel changes/promotions	81.4%	-- both from IABC Survey (pr 6/8)	
14	Financial results	79.3%	<u>Comns audit</u> is a "valuable analytic tool... to help mgmt pinpoint weaknesses & refashion the system into a workable program." To relate IABC's survey to your own org'n make a study of these 4 elements: 1) mgmt philosophy, 2) organizational structure for communicating, 3) employee perceptions, and 4) communications themselves (see t&t 8/4/80).	
15	Adv'g/promo plans	78.2%		
16	Stories about other employees	72.2%		
17	Personal news (birthdays, anniversaries, etc)	57.4%		

ITEMS OF INTEREST TO PRACTITIONERS

Simple language has reached the courtroom -- believe it or not. Gov't study finds average juror comprehends 50% of instructions from judges. Nat'l Inst. of Justice research calls for a detailed manual on how to rewrite jury instructions in plain English. Idea is to give jurors written instructions to take with them into jury room. "Lowest form of communication is to have someone read something at you," said one judge -- which is way instructions to jury are usually given. Jurors over 60 have much lower comprehension level than younger jurors. (Write pr for details.)