

ISSN IS A SORT OF ZIP CODE
OR NUMERICAL ID FOR PUBLICATIONS

Does your publication need an Int'l Standard Serial Number (ISSN)? According to the Library of Congress, all serials (mags, newspapers, annuals, journals, memoirs, proceedings, transactions of societies, numbered monograph series) should have this 8-digit number for identification. Advantages are:

1. ISSN results in accurate citing of serials by scholars, researchers, abstracters, librarians.
2. As a standard numeric code, ISSN is eminently suitable for computer use in filing, retrieval & transmittal of data.
3. ISSN is used by libraries for identifying titles, ordering & circulating serials; also for interlibrary loans.
4. Many postal services use ISSN to regulate publications mailed at 2nd class, controlled circulation rates.

Development of ISSN was prompted by the frequent changes serials undergo, plus growth in the world's publishing output. Title is the benchmark which regulates assignment of ISSN. If a title changes so must the ISSN. Earlier number is not discarded; it becomes a permanent attribute of the serial under original title. Other changes, such as design or frequency, do not affect the ISSN.

ISSN coordination is int'l but registration is done in the country of publication. National Serials Data System (NSDP) within Lib. of Congress is U.S. center of the Int'l Serials Data System (ISDS) in Paris.

Assignment & use of ISSN is free. 8-digit number (see prr masthead) works like this: 1st 7 digits identify title, 8th digit (which sometimes is "x") is a check for uncovering transcription errors. (In U.S. write Lib. of Congress, NSDP, Wash DC 20540. In Canada: ISDS Canada, Nat'l Lib. of Canada, 395 Wellington St, Ottawa, K1A 0N4.)

WHO'S WHO IN PUBLIC RELATIONS

AWARDS. CPRS 1981 Awards of Excellence to James Bay Energy Corp (Montreal) for all 4 categories -- empl rels, institutional rels, special events & comty rels; VIPR Communications (Toronto) & Goodyear Canada (Islington, Ont.) -- empl rels; Bonnell Public Relations (St. John's, Nfld.), Burson-Marsteller (Toronto) & Francis Williams Johnson Ltd. (Calgary) -- institutional rels; Bell Canada (Montreal) & Warwick/Bradshaw (Toronto) -- special events.

HONORS. William Husted, APR, (pres, Kwenda Assocs, North Lauderdale, Fla.) named pr ofcr for United States Power Squadrons.

ELECTED. 1981-82 ofcrs for Publicity Club of Boston are: pres, Rolf Fuessler (vp-corp comns, Camp, Dresser & McKee); vp-prgm, Douglass Kenney (corp comns mgr,

Gillette); vp-educ, Maura Milden (sr comns writer, Honeywell Information Systems); vp-mbrship, Norine Bacigalupo (assoc & pr coord, Whitman & Howard); sec'y, Walter Salvi (info svcs mgr, Boston Edison); treas, Carolyn Boviard, (urban spclst, Boston Gas).

PEOPLE. Standard Oil (Chi) names George Miga dpa...Patrick Barry appointed dpr, Hilton Hotels (Beverly Hills)...Pitney Bowes (Stamford, Ct.) appoints Richard Jewett vp-pr & adv...Burroughs Corp (Detroit) names William Beckham Jr. vp corp comns...Sheila Castellarin appointed vp comns, Columbia Gas Distribution (Columbus, Ohio).

Green Mountain Power (Burlington, Vt.) names Arthur Ristau dir corp rels & William Sheperdson pub info spclst... Walter Mulhall named vp pr, Pillsbury (Mpls.).

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EVANGELICALS, NEWLY POWERFUL ACTIVISTS, ARE A \$BILLION MARKET
FOR BROADCASTS, BOOKS, OTHER COMMUNICATIONS -- SIGNALING EVEN
MORE SOCIAL INFLUENCE; IMPACT ALL TYPES OF ORGANIZATIONS

Leading sociological factor of 80s is effect of "religious influence" on individual values. Impact on all types of organizations is potentially great. Whether setting corporate policy or writing hospital news releases, practitioners need to understand this basic social motivator -- and the people involved in the movement.

New study of \$1.1 billion religious communications market by Judith Duke shows how fundamentalist groups have established their own alternative media, pushing aside traditional churches. Despite growing emphasis on public relations programs by Catholics, Methodists & others -- as reported regularly here -- superstars are nearly all evangelical groups. Profile of a "hard core" evangelical (estimated at 18% of U.S. population):

¶over 50 ¶Protestant ¶white, female
¶no college education ¶manual worker
¶lives in South, rural area, small town
¶has had a "born again" experience
¶literal interpretation of Bible
¶witnesses to faith (ergo, an activist)

Some authorities claim too much has been made of this phenomenon. As the bumper sticker has it, "The Moral Majority Is Neither." Others say it's an old movement just now finding its voice. Asked when MM was coming to Canada, researcher Kristin Shannon told CPRS "The Moral Majority is alive & well, living in Saskatchewan & voting NDP (New Democratic Party)." Study by Princeton Religious Res. Ctr finds Christian Right not as monolithic as expected. But -- members of this group tend to look to their leaders for guidance on social issues. Most of these leaders are television preachers with wide audiences.

— RELIGIOUS SCHISM? —

Today, the words "Christian" or "religious" connote right wing political activism more strongly than they do hymns or prayer. These new activists tend to favor social regulation (outlaw abortion, deny ERA), oppose human services (cut welfare & education budgets). Traditional churches are also becoming activists -- but their issues are peace, equality, a people-based economy. In a seminal Wall Street Journal op-ed essay suggesting new U.S. policies favored by Religious Right will rekindle the class struggle (see last week's issue), Arthur Schlesinger writes:

"Capitalism has not triumphed over the prophecies of Karl Marx by loyalty to the gospel of devil-take-the-hindmost. Capitalism has survived because of a continuing and remarkably successful effort to humanize the industrial order, to cushion the operations of the economic system, to combine pecuniary opportunity with social cohesion. It has survived because of a long campaign ... to reduce the suffering -- and thereby the resentment and the rebelliousness -- of those to whom the accidents of birth deny an equal chance." (Copies of essay available from prr.)

In addition to using public relations tools to influence society, religious communications organizations are turning to them to merchandise their products, Duke finds. They have a super motivator for doing so: only 10% of evangelicals shop at religious bookstores. 90% of their prime market for titles such as The Late Great Planet Earth (Zondervan Pub'g) and The Total Woman (Revell) is not being reached. Duke predicts the market will be reached, resulting in a 58% increase in volume by '83 over '77 figures (latest available). As this occurs, more organizations like Jerry Falwell's will cross over into the secular world -- and create an even bigger special public for practitioners to consider.

Duke's book, Religious Publishing & Communications, carefully outlines an industry of potential big money & power that bears watching. 275 pgs, numerous charts, profiles of major organizations. (From Knowledge Industry Pub'ns, 701 Westchester Ave, White Plains, NY 10604; \$29.95.)

FOOD COMMUNICATION: A SPECIALTY RECEIVING CONSIDERABLE ATTENTION; ALTERNATIVES TO MASS MEDIA SOUGHT

To inform older persons & lower income families about low cost, nutritional foods, different communication mechanisms need to be utilized, some food editors say. They see their role as

one of reporting on food issues, providing reader service & information rather than attempting to mold opinion and motivate change, finds a survey by Botsford Ketchum Public Relations.

A gov't cmte has been formed to set groundwork for alternative ways to disseminate nutrition information to the public. Created to fill the gap left by cut in federal regulations, it is composed of industry, professional & gov't representatives.

Industry seeks to maximize the use of food editor. They are reported to be deluged with "press releases, pictures and recipes from ... growers, processors, manufacturers and trade associations. Material ... urges you to include, say, avocados in your salads or potatoes in your casseroles."

Editors say the public is most interested in food prices. Fitness, obesity, food safety, salt, sugar, fat, additives & junk food were also cited. Tying to them may help stories to print.

For practitioners involved in food-related industries, "Communicating With Recipes" is a reference booklet based on 25 years experience in writing cookbooks for clients. In it the Benjamin Co. presents recommendations for standardized spelling & punctuation of over 500 food & cooking terms. (Copies from 1 Westchester Plaza, Elmsford, NY 10523.)

GUIDE FOR EFFECTIVE PIX, TV FRAMES: SHOW MEN'S FACES, WOMEN'S TORSOS

Because of societal conditioning, e.g. to present an attractive appearance, women's faces are not a reliable indicator of their

internal state. Example: a mother disciplines her child but smiles as she does so. People thus learn to seek non-verbal, body language clues to women's feelings. Researchers have found this phenomenon affects the way publics react to photo or a-v images. To be effective, use bust shots, waist-length shots or 3/4 views of women.

Men, in contrast, are more apt to facially mirror their thoughts & emotions. So medium and close-up pix present men more effectively. Both men & women, on an international basis, seem to respond similarly to these differing illustration patterns for the sexes, according to research by R.C. Adams, Cal State -- Fresno and Gary Copeland, Penn State.

LIBRARY OF MEDIA DIRECTORIES GROWS INCREASINGLY SOPHISTICATED

Directories exist to supply names, phone numbers & essential info instantly, saving you hours of research time. Add these to your reference list:

FINDERBINDER is a network of directories covering 17 metro areas: San Diego, Austin/San Antonio, Cleveland & northeastern Ohio, Dallas/Fort Worth, Denver, Detroit, Kansas City, Houston & the Gulf Coast, Milwaukee/Madison, Minneapolis/St. Paul, Oklahoma City, Phoenix & the state of Ariz, Pittsburgh, Portland & Willamette Valley, St. Louis, Salt Lake City & the Wasatch Range, Seattle/Puget Sound. Directories range from \$30-\$50 including postage & 12 issues of an updating newsletter. They provide info on local newspapers, mags, radio & tv, cable, small weeklies & comty papers. Listings include media names, addresses & phone numbers, names & titles of key contacts, deadlines, circulation & coverage data, space & time costs, programming formats, editorial features, & print mechanical specifications. (Contact Gary Beals Adv & PR, 4141 Fairmount Ave, San Diego 92105.)

New England Newsclip publishes media directories for 1) New England, 2) Ct, 3) Maine, 4) NH, 5) RI, 6) NY state, 7) NJ & 8) Vermont. Directories cover daily, Sunday & weekly newspapers, radio & tv stations, periodicals, college pub'ns, cable tv systems, media-related org's, newspaper special editions. Section on "General Guidelines for Gaining Access" of particular interest to nonprofits. Prices from \$15-\$30; includes 2 free updates. (NE Newsclip, 5 Auburn St, Framingham, Mass 01701.)

Four media directories from one publisher (P.O. Box 327, Washington Depot, Ct. 06794):

1. New York Publicity Outlets provides name, position, address & phone number of key editors for 1503 media contacts at daily & weekly newspapers, radio & tv stations & guest interview prgms, news svcs, feature syndicates, foreign language pub'ns, consumer mags, black press, syndicated Sunday mags, correspondents of out-of-town newspapers, & trade pub'ns. The guide to Media City since '53. 49 pgs of indexes for locating data quickly. Updated mid-year. 240 pgs; \$55.
2. TV Publicity Outlets - Nationwide tells what program likes to work with (guests, scripts, films), address, phone, time televised, time pre-recorded, audience size, whether show is syndicated &/or carried by network. Lists call ltrs, channel, network affiliation, name of prgm & host, major interest (children's, men's, women's or general). Updated quarterly; \$89.50.
3. "metro California media" lists consumer media in 19 metropolitan areas. Listings include names, positions, addresses & phone numbers of key people on daily & weekly newspapers, radio & tv stations & guest interview prgms, news bureau & correspondents, syndicated feature writers, ethnic & black pub'ns, & consumer mags. Updated semi-annually. 230 pgs; \$59.50.
4. The Family Page Directory identifies key editorial contacts at 500 largest dailies across the country. Listings of beauty, fashion, food, home furnishings & family page editors are organized in geographical order, then alphabetically by newspaper name & ranked by size of circulation -- time saving features to help you pinpoint top cities only, or to focus on states or regions. \$45 for 1-yr subscription brings new directory every 4 months.

Granddaddy of 'em all is Ayer Directory of Publications, '81 ed. Reflects a million info changes, 1200 new pub'ns, adv'g rates for newspapers & mags, 66 maps to locate cities of pub'n, alphabetical index. 1,200 pgs of info on 21,000 pub'ns in U.S., Canada, Puerto Rico, Virgin Islands, Bahamas, Bermuda, Republics of Panama & Philippines. (\$66 + postage, Ayer Press, 1 Bala Ave, Bala Cynwyd, Pa. 19004.)