

"Trade agreement," or barter, is offered by Ozark Airlines in exchange for goods & services. Letter to vendors from purchasing & surplus sales manager doesn't beat around the bush. Times are tight for airlines, it states, so let's talk about a deal: our empty seats for services or goods we need from you. Does anyone know of public relations services being bartered? Practice is perfectly legal, even approved by Civil Aeronautics Board. Barterer gets ID card, forms to use for tickets. Practice has had some publicity as a tax dodge for individuals.

#### IMPORTANT BOOKS BY TWO OF OUR NEWSLETTER COLLEAGUES

"The Organizational Press collects a decade of Larry Ragan's articles sounding off on pr related subjects. "As it seems to me" columns have touched on or stamped thru such communications basics as editing, grammar & style, politics, pr & journalism. Promoted as "Larry Ragan's wit, wisdom -- and wrongheadedness -- of the past ten years," it is a book that stirs up & takes on the communications professional. Without rationalizing or apologizing, he defends practitioners against many critics -- often with good stories that you can use for the same purpose. Example: to the claim there's a great gulf between what you hear & what's released by pr, he advises, "Talk with a political reporter over a ten-minute beer and he'll tell you more than you will ever learn from his stories or columns. Talk with a lawyer about his client, and you'll learn more than he'll ever own up to in court." (\$9.95, 167 pgs; Lawrence Ragan Communications, 407 S. Dearborn St, Chi 60605.)

"O'Dwyer's Directory of Corporate Communications is out in its 1981 edition. Redesigned and set in new type, it has been updated to reflect address changes, acquisitions & mergers, etc., and is geared toward simplicity in use. 500 new companies and associations have been added, resulting in a total of 2600 listings. Inclusion of direct dial phone numbers for most of the more than 6000 individuals listed makes getting the right person easier. Company listings include name, phone, address, \$ sales, CEO & various public relations contacts. Function of companies' pr dep't and outside counsel often included. (\$60, 201 pgs; J.R. O'Dwyer Co, 271 Madison Ave, NY 10016.)

"Public relations" is being supplanted by euphemisms, but the directory discloses it is still most used at 30%. "Corporate communications" or "communications" account for 20%, "public affairs" & "advertising/public relations" for 8% each. "Public information" and "corporate relations" are others in use.

#### WHO'S WHO IN PUBLIC RELATIONS

DIED. John Ward Gerber (South Orange, N.J.) 63, vp Robert Marston & Assocs. Previously mgr, NY ofc, Philip Lesly Co.

ACCOUNT SUPERVISORS. Andre Beaupre, G. Anderson Advertising (Hampton, NH)... Elyse Bass, Harshe-Rotman & Druck (Chi) ... Alison Taylor & Laurie Rosner, Robert Marston & Assocs (NY).

PEOPLE. Pepsi-Cola (Purchase, NY) appoints Barry Holt dpr prgms... St. Paul Fire and Marine Insurance (St. Paul, Minn) appoints A. Kent Shamblin vp-corp afrs ... Robert Guelich joins Hill and Knowlton (Chi) as sr consultant... DuPont (Wilmington, Del) appoints William Galloway Jr dpa... Bucknell University (Lewisburg, Penn) names Charles Wolfe vp-univ rels.

"MOMENTARY MAJORITIES" HOLD STAGE BRIEFLY AS "MOVEMENTS," ARE OFTEN CREATED BY MASS MEDIA, CPRS CONFERENCE TOLD; STRATEGY IS TO CREATE YOUR OWN BY COALITION-BUILDING

Political action is increasingly typified by "momentary majorities" -- coalitions of disparate groups formed around single objectives, not around a comprehensive philosophy or consistently-argued position. Moral Majority leader Jerry Falwell is a momentary majority figure, Kristin Shannon of TransCanada Social Policy Research told CPRS annual conference. There is a lack of ideological consistency within his coalition, guaranteeing its split on emerging issues.

How do persons like Falwell obtain this "movement" status? Burson-Marsteller xvp Elias Buchwald finds the single-most influential compressor of the time frame is mass media. It accelerates emergence of new coalitions which instantly affect social issues. That is why society has frequently moved to solutions that -- given a little considered thought -- might not have been adopted, he feels. But the tremendous pressure of the mass media creates an instant "consensus."

Buchwald's example -- Nader. Another recent instance was quick separation into pro & con positions toward Supreme Court nominee Sandra O'Connor -- from a single & unreliable perspective, her perceived stance on abortion. Thruout North America, Shannon's research suggests it is getting harder to categorize or predict how people will react to issues. Republican, labor, Rotary, Catholic -- the familiar labels no longer stand for unified, predictable positions. She attributes this partly to economic uncertainty, which breeds skepticism on a wide front.

Ideal strategy is found in story of how MM came to power. It was carefully planned, brought together for a specific purpose -- mobilizing political victory. Its current allies are single issue groups: anti-abortion, anti-gay, anti-busing and similar. Ed McAteer & Howard Phillips of Conservative Caucus introduced Falwell to Paul Weyrich, theoretician of Cmte for the Survival of a Free Congress. According to Penthouse's touted Falwell interview in March, Weyrich had been dreaming of a coalition of fundamentalists & existing anti groups.

So he formed a uniting umbrella. This may well have given conservatives their margins for Presidential & Senate victories. Now the coalition can -- & will -- fall apart on other topics. Moral: you can build your own majority, for the moment. (Copy of interview from prr.)

Phenomenon reproves basic behavioral science undergirding of public relations practice. Studies in diffusion process show people relate to issues in 5 modes: innovator, early adopter, early majority, (silent) majority, laggard. But different people will take different modes on different topics. Someone who's a laggard on finance, and still has money in a regular savings account, may be an innovator on gun control.

WHAT CAN BUILD STRONGER RELATIONSHIPS  
THAN LIFESAVING? MANY PRACTITIONERS PROMOTING  
FIRE SAFETY AFTER RASH OF TRAGEDIES

subject since the rash of recent hotel & nightclub fires, information and awareness have been the goal for many institutions.

Seminars for hotel & convention managers are offered by National Fire Protection Ass'n. Marion Cole, mpi, says they have been booked to capacity. Long-range plans focus on community review of fire codes, better enforcement. AAA is revising its hotel booklets with an addition of fire safety standards.

Insurance Information Institute released a series of brochures explaining what should be done when fire breaks out -- for everyone from apartment dwellers to meeting planners. Union Carbide has designed its own booklet for employees, and a bright red info card to tuck in your suitcase. Aetna's helpful feature on surviving fire in a high-rise printed widely. Royal Bank pushed the topic thru its internal magazine, Interest.

Taking special care to inform internal & external publics not only shows you care -- but will be unbeatable pr when they thank you afterwards! For a valuable flier to include with meeting materials write Nat'l Fire Protection Ass'n, 470 Atlantic Ave, Boston 02210.

KAISER AT LAST GETS EQUAL TIME;  
ABC'S SOLUTION, "VIEWPOINT," BODES WELL  
AS REPEALER OF TRIAL BY TELEVISION

Designed to "deal with broad subjects affecting broadcast journalism generally, and at the same time provide a forum for a discussion of complaints about accuracy or fairness," show may be a result of Kaiser Aluminum's year-long struggle for rebuttal of a report about aluminum wire aired by ABC's "20/20." Show cited Kaiser for marketing an unsafe product, withholding information on product performance from users. Kaiser's protest focused on false charges and the broader issue of trial by television. Since airing of Kaiser rebuttal on premiere of new show, company's charges against ABC to the FCC have been dropped (see prr 2/23).

NBC & AFFILIATE STATIONS ADOPT  
NATIONWIDE PUBLIC INFO CAMPAIGN;  
A FIRST THAT COULD START TREND?

community project. Joining with the Red Cross, station set up five ½-hour shows,

It may be the best public relations you can do: to warn and educate about potential emergencies. With fire safety a "hot"

INTRODUCING ... 03833-0600

That is prr's ZIP + 4. No big change, just our post office box number added to our ZIP. Meanwhile, the controversy continues. Congress temporarily withheld payment of incentives to businesses adopting ZIP + 4. Bill Moore of Ohio State Bar Ass'n writes that he's not convinced system won't become de facto mandatory. Remember the old "zone" system (Grand Rapids 5), he warns. But postal expert John Daly's firm had become the first business in the nation to put ZIP + 4 on all stationery (20006-2993). Now US Postal Service is pursuing electronic mail. It must do something. Last year 750,000 complaints were filed on its "customer service cards" for that purpose (prr 5/12/80).

In the wake of tv's rush for in-depth reporting shows and the rush of counter-claims against unfair "trial by television," ABC has developed "Viewpoint."

Cardiopulmonary resuscitation (CPR) training for the public has received a boost nationwide from NBC -- a first that may open the doors. A lone affiliate, KNBC (L.A.) sought an on-air

"Five Minutes to Live," encouraging viewers to take the free CPR course. 30-sec spots were done with star of NBC show "Chips," Larry Wilcox.

Other affiliates caught wind of program, joined in mass effort to educate. 164 of 212 affiliates are taking part, "the first time anything like this has been done on a large scale," NBC spokesperson Lissa Eichenberger told prr. Goal is certification of one person in each family, nationwide. NBC has brought in someone to teach its NY staff the CPR technique. (For details including scripts: Press Dep't, 30 Rockefeller Plaza, NY 10020.)

WHAT'S HAPPENING THAT WILL INFLUENCE YOUR WORK

Business may be sorry it opted to be free of gov't restraints, to push for tax favors, and to urge gov't dollars be spent on industrial output such as defense goods, opines Patricia Harris, holder of two Cabinet seats in the Carter Administration. Already people are saying "let business do it" when it comes to funding the arts, education, etc. Soon business will have to increase pension plans if Social Security benefits are lowered -- because nearly all pensions are built on Social Security as a base. "The business community ought to ask whether it loses regardless of the success or failure of the Reagan economic program." Should it fail, "the latent, populist, anti-business bias of a large number of people will rear its head and business again will be a target of reformers who seek even more stringent control than has existed in the past," she wrote in a NYTimes guest column last week. Maybe those who say business can't win in today's world are clairvoyant, when we thought they were only pessimists. (Copy from prr.)

Flip side of potential regrets for business is sorrow already felt by autoworkers who voted for Reagan. They thought their taxes had been going "to support welfare recipients in high style," reports WIN Magazine. So they voted for tougher policies via Reagan. Now, out of work themselves, they "are angry when they find out they aren't eligible for benefits, or if they are eligible, they are shocked at the low benefit levels." Author feels welfare rates have been set "just high enough to dissuade poor people from mobilizing against the system" (see prr 8/3). In NY, one of the "generous" states, rates are pegged to 1972 cost of living.

Diplomats abroad should help friendly countries find reputable public relations counsel, instead of leaving them to "unscrupulous charlatans hired because unsophisticated or inherently dishonest clients think they can buy access" to gov't or the public. Carl Levin, Bursön-Marsteller vp, told a US State Dep't forum that helping friendly nations understand the role of public relations "advances our national interests." This should be a matter of concern to the gov't, he feels.

First multinational version of a televised annual report is innovative Emhart's latest. Last year vp-pr John Budd broke ice with first televised annual report. 26-min color digest of '81 report went 1) via satellite relay to commercial tv stations in 50 major cities coast to coast; 2) to print media with 8 scenes reproduced on a self-contained slide strip viewer; 3) over the company's internal tv network covering 30 locations in 7 states & 9 foreign countries; and 4) "on permanent loan" to business graduate schools in 18 universities. (Technical details from Budd at 203/677-4631.)