

full text of releases exactly as submitted. Also can get all stories and articles carried in major newspapers and wire services for at least 3 yrs back. The NYTimes and Wall Street Journal, however, are not included. NEXIS does contain editorial research reports produced by Congressional Quarterly Service -- and the Congressional Quarterly Weekly Report itself. It also carries the BBC Summary of World Broadcasts and the Monitoring Report. PRN now serves some 150 news points and publishers of almost 350 newspapers and magazines in 50 cities in all regions of the US. Copy can be received from a subscriber's computer, word processor, TWX or telex equipment. PRN lines are open around the clock, 7 days a week to handle such news as late night emergencies or unexpected obituaries.

Ever need an extra typist? The recently organized Independent Professional Typists Network says it has listings from coast to coast. Typists are given a special test to assure proficiency before their names are entered in the computerized membership records. A letter to IPTN founder Peggy Glenn, 924 Main St, Huntington Beach, Calif. 92648, will get you the list, free. She requests a stamped addressed envelope since the group's budget is small.

Teenagers favor traditional, conservative social values more than their self-centered reputation suggests. Religious influence & commitment may be a prime motivator for their attitudes. A survey of 13 to 18 year olds by Princeton Religion Research Center found that teens favor more: 1) authority (89%), 2) family ties (85%), 3) technology (85%), 4) self expression (84%), 5) emphasis on work (69%). Attitudes and practices frowned upon by many religious groups were found to be less desirable to teens: 6) sexual freedom (53%), 7) emphasis on money (32%), 8) acceptance of marijuana (20%).

Did you miss one of the funnier jabs at public relations lingo? Russell Baker's hilarious Jan. 6 NYTimes column tells the story of Vernon Spokes, whose aim in life is to be a public relations man. His problem is that no one would take him seriously: Spokesman Spokes? (For copy write prr.)

#### WHO'S WHO IN PUBLIC RELATIONS

RETIRES. Ted Sherwin, dpa, Sandia National Laboratories (Albuquerque) after more than 30 years.

FIRMS. Joseph McCarthy & James Kosmo form Northstar Counselors, 5775 Wayzata Blvd, Ste 700, Mpls 55416, 612/541-9877; & Bremer Tower, 7th & Minnesota, St. Paul 55101, 612/292-8217... Paul Yocom establishes Paul A. Yocom & Assocs, 517 Centre St. S., Chamber of Commerce Bldg, Calgary, Alberta, T2G 2C4; 403/269-7161... Joyce Hockett opens Public Image, 16042 Meadow Lane, River Ridge, Stilwell, Kansas 66085; 913/681-2284... Steven Zeidler forms SEZ Communications, 160 South Middle Neck Rd, Great Neck, NY 11021; 516/829-8172.

FIRMS MOVE. Francis, Williams & Johnson Ltd, Bow Valley Square 4, 600, 250 - 6 Ave. SW, Calgary, Alberta T2P 3H7; 403/266-7061... Fraser/Assocs, 1210 Connecticut Ave NW, DC 20036; 202/452-1188... Roy Wallace & Assocs, 1200 Foshay Tower, 821 Marquette Ave, Mpls 55402; 612/340-9620.

#### THIS IS A JOKE

For the next 60 days pr reporter is running the first public relations joke contest. Liven things up by sharing yours. For details see today's t&t. This is not a joke.

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"SIMPLIFY" BECOMING A BUZZ WORD AS DIVERSIFICATION IS QUESTIONED;  
DO DISECONOMIES OF SCALE ALSO AFFECT PUBLIC RELATIONS?  
NO, SAY MECONIS (LITTON), GALLEGEN (ITT) & BLOCK (AT&T)

The merger mania rages outside, the value of corporate diversity is being questioned inside boardrooms, business schools & Wall Street. "There is mounting evidence that the scale & breadth of diversification exceeds the competence of most managements," claims one consulting firm. But public relations managers working for conglomerates say they have built systems that work, so far. Since pr itself by nature involves diverse activities & complicated decisions, their experience offers insights for managing the function in any organization.

Policies Litton Industries maintains an independent relationship between corporate public relations and dep'ts in subsidiaries. "Policy states that the name Litton is a corporate responsibility, and if anything goes on that affects the name, then it involves the corporate office," Claude Meconis, corp dpr & adv says. "If matters concern only a particular company name, then the local public relations dep't manages on its own."

Sharper lines are drawn at ITT. "We have stringent guidelines," Jim Gallegen, dpi reports, "like no one in the system can talk to a major media representative without first bringing it to the attention of the corresponding corporate public relations practitioner. We are the clearing house." Other guidelines state that all press releases are to be sent to the corporate office; any announcements that may affect the ITT name are cleared; use of logos and selection of a pr firm must be reported.

#### ORGANIZATIONAL OVERLOAD HURTS BUSINESSES; NONPROFITS, TOO?

"Not too much bigness, but too much diversification may well be responsible for the under-performance of the corporate economy, suggests an article in Management Practice quarterly. Main, Jackson & Garfield management consultants (NYC), cites this evidence:

1. "Fixation on short-term performance ...has not been for want of long-range planning" but is related to complexity which causes organizational overload.
2. Diversification may be to blame for lowered productivity, say management researchers.
3. Sometimes conglomerates feel compelled to sell off units "to simplify the company's stock for securities analysts' & investors' sakes," reports Business Week.
4. "Profits of many conglomerates have been riding an endless roller coaster." ITT, Litton, Avco, RCA are examples.
5. With capital scarce & costly, organizations of all types cannot nurture several unrelated units.

(For a copy of this seminal article, write prr.)

Lines of Communication In such a worldwide expanse as ITT operates, lines of command are charted and adhered to. A particular company reports to 1) corporate office directly, 2) a regional corporate representative, & 3) a corporate office staffer who is a specialist in the subsidiary's line of business, e.g., natural resources, consumer products, insurance & finance, etc. "Each of these people is available at a moment's notice, able to give us an overview of their political or economic situation, coordinating a visit of a senior executive or maintaining their own media relations activities," Gallegen points out.

Counseling "We act as a counseling firm," says Meconis. "They call us when they need help. In the main office, we are all generalists tho we do tend to specialize in particular areas." Litton hires generalists who have knowledge of specific areas of its business. ITT assigns 5 persons in the corporate office to follow very closely the company's 5 areas of business. These 5 managers function as counselors to companies in their area of expertise, reporting on trends & problems, counseling on issues.

The systems work for major diversified companies. They also work for those less diversified but bigger than most. "AT&T runs single-purpose profit centers," Ed Block, vp pr & employee info, told prr, "but policy and staff support are the two reasons that size does not get in the way. We function as a review and authority body, and we offer staff support, taking into account economies of scale and similarity of interests."

SIMPLIFICATION SHOULD LEAD TO BETTER REPUTATIONS

Lyman Hamilton, ex-CEO at ITT, feels "simplify" is the key work because "diversification creates illogic, paradox & baffling problems of strategy & control." Merger enthusiasts may soon become spin-off enthusiasts, he predicts. His successor, Ray Araskog, feels diversity exposes an organization to greater public relations risks.

"I think investors are a little leery of ITT. Because if we are not having problems in Portugal, we are in Brazil. And if it's not Brazil, it's Spain. And if it's not Spain, it's something wrong with Hartford Insurance. And if it's not Hartford, it's something wrong with the automotive components business."

NEWEST NETWORK COMBINES ADVERTISING & PUBLIC RELATIONS, URGES AD AGENCIES TO INCLUDE PR

Newly formed National Public Relations Network (NPRN) is a "parallel network of pr practitioners from the same 46 US & Canadian firms participating in National Advertising Agency Network

(NAAN)," explains Tim Gorman, sr vp, Adams Group (Rockville, Md.) and one of 4 members of its operations committee. "Not all 46 firms have pr capabilities but we're encouraging them to get it." NPRN will provide branch office services across US & Canada and conduct educational seminars. Also on operations cmte are: Jan Pringle, Pringle Dixon Pringle (Atlanta); Gerald Swerling, Ingalls Assocs (Boston); and Curtis Wright, Crume & Assocs (Texas).

NAAN is the oldest and largest ad network. It has appointed T.M. Hopkinson & Co. (NYC) to handle public relations for its 50th anniversary which is being celebrated this year. The oldest pr network is Inside Canada, now in its 31st year. Established in 1932, NAAN "enables local/regional small & medium sized advertising agencies to better compete with the industry giants by providing group services & capabilities usually unavailable to such firms."

AS PREDICTED, MORE PRACTITIONERS BECOME COLLEGE PRESIDENTS; PRESTIGIOUS POST NEEDS PR SKILLS

Prediction made last year (pr 1/26/81) that public relations professionals will become college presidents is being fulfilled. Edward Coll Jr. moves from vp-dev'l, U of Miami, to pres, Alfred U (Alfred, NY). "I think there is definitely a trend as more & more of a president's job becomes external as opposed to internal. A greater need exists to generate additional resources beyond the traditional tuition & state appropriations whether at the private or public sector. By 1990 it won't be uncommon at all," Coll told prr.

Gerald Sherratt, moving from vp-univ rels, Utah State, to pres, Southern Utah State College (Cedar City), also feels, "More & more colleges are going to be looking to people who have expertise in fund raising and in public relations, particularly in hard times."

Coll cited other examples: Former vp dev'l at Syracuse, Roger Hull, is now pres of Beloit. Jack Johnson, pres of Butler, is out of dev'l at Carnegie Tech. "I guess the first to do it of any major consequence was Ed Boling, U or Tenn, formerly vp-dev'l. That's normally the way it goes -- from dev'l. In most institutions this is a pr function which has a major affect on the advancement program and you take those skills with you into a college presidency. They're very helpful in dealing with the external constituencies as well as the knowledge & sensitivities of the internal constituencies."

BUSINESS NEWS CABLE NET WILL COVER 16 CITIES BY MARCH

Direct tv access for financial stories is now available on Financial News Network. \$3,000 gets businesses 30 seconds to tell their story. Network is broadcasting 7 hours a day, 5 days a week via satellite from Los Angeles.

Service provides hard news & news features while NYSE quotations run across the bottom of the screen. It currently covers 13 cities: LA, NYC, Chicago, Philadelphia, San Francisco, Atlanta, San Diego, Greenville-Columbia, S.C., El Paso, Idaho Falls, Milwaukee, Phoenix. February will add Portland, Ore. & Boston; in March, D.C. Anyone with a "dish" can of course receive the show anywhere.

Plans include half-hour wrap-up show weekdays, hour wrap-up weekends. FNN contact is Terry Butler, 2525 Ocean Park Blvd, Santa Monica, Calif. 90405; 213/450-2412. NYC contact is Unirep Broadcasting, 1 Astor Plaza; 212/391-1490.

ITEMS OF INTEREST FOR PRACTITIONERS

"Is this your year for a word processor?" (See pr 1/5/81.) What you always wanted to know about them, but didn't understand when you asked, is now explained completely & simply in The Editorial Eye newsletter. The WP is designed specifically for creating, storing, editing & printing text. Computers are designed to accept programs for a number of difficult functions such as inventories, bookkeeping or list building and to write & edit. Includes detailed chart on WPs & their features which gives you a comparative look at 18 brands. Discusses whether to buy or lease, and other issues. (\$3 from Editorial Experts, 5905 Pratt St, Alexandria, Va. 22310)

"Complete original text of releases remains available to media & researchers when they are transmitted over PR Newswire. That's because PRN ties in with Nexis -- an electronic news library. News editors and financial analysts can retrieve the