

60th anniversary of Bozell & Jacobs was observed by honoring 3 longtime clients -- with a luncheon & a \$50,000 grant to the Univ of Nebraska in their names. VF Corp has been a client since '58, Mutual of Omaha since '49 & InterNorth since 1930! Morris Jacobs & Leo Bozell formed the firm in '21. Jacobs adopted the principle that "you ought to pay rent for the space you occupy in the world by doing as much for your community as your community does for you." Two-man operation began in Omaha, freelancing in advertising & public relations. As their client list grew, they launched a full-time business. B&J today has 13 US offices, 3 in Canada, others in London & Mexico City.

MURPHY'S LAW AT MEETINGS, PART 2:  
LIST INTENDED TO FOREWARN, NOT ENTERTAIN,  
SO PREPARE YOUR ANTIDOTES

hard experience by Herbert Kassner, chief, pa ofc, Dep't of the Army (Vicksburg, Miss.).

1. After all slides have been checked and re-checked, the third slide will be upside down. The fourth slide will jam the projector.

2. In a multi-media presentation, the control unit will short out 30 seconds into the program. The nearest backup unit will be 500 miles away.

3. The essential piece of exhibitry that had to be special ordered at over-time rates will be lost by the air express carrier.

4. Drawings furnished by the hotel will show a clear span meeting room. On arrival, we find that columns in the room are 15 feet apart, horizontal and vertical.

5. Dissolve units and wireless projector controls will function efficiently on signals received from a computer demonstration in the adjoining meeting room.

Allen Zoll's Murphy's Law at Meetings (t&t 1/25 & 2/1) "only scratched the surface on audio-visual laws." He omitted the following, submitted from

5. Dissolve units and wireless projector controls will function efficiently on signals received from a computer demonstration in the adjoining meeting room.

6. The chance of problems varies proportionately with the square of the importance of the speaker, times the importance of the audience.

7. A key speaker will "talk from his slides" and forget his message.

8. The automatic focus projector doesn't.

CAN YOU BEAT THIS ONE?

"What do you get when you cross a public relations practitioner with Arthur Murray? The Two-Step Flow."

The First Best Publishable Public Relations Joke Contest is still accepting entries. So keep 'em coming. They can be true or apocryphal -- not just one-liners or true jokes. Deadline is April 1.

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. Barbara Levy, former ass't editor at prr & counselor at Jackson Jackson & Wagner, joins Engineers Inc. (Newark) as coordinator of marketing comms...James Tolley becomes vp-pa,

American Motors (Southfield, Mich.)... Dwayne Summar becomes sr vp, Hill & Knowlton (Atlanta)...Amax Inc. (Greenwich, Ct.) names Mitchell Badler dir corp comms.

# pr reporter

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IS PUBLIC AFFAIRS TITLE MORE EFFECTIVE FOR THE PRACTITIONER?  
MORE ACCURATE? DESCRIPTIVE? A EUPHEMISM? A TRUE DIFFERENTIATOR?  
RATHER THAN ENDING, AS MANY HOPED, DEBATE HEATS UP

Whatever else it means, recurrent discussion of a proper name for the field suggests many of its practitioners & observers are discounting advances of the past decade. Irrefutable proof the field has grown is 1) titles & topics in current bibliography; 2) subjects of professional society programs on local as well as national levels; 3) exhortations of the profession's leaders. Implication is that the rank & file have so failed to keep up they are dooming public perception of public relations. Is this true? Among many new opinions in the debate:

Dick Armstrong, pres, Public Affairs Council: "Government is one of the many publics with which public relations practitioners deal. However, I believe it is fair to say that many in public relations actually have little knowledge of, or interest in, government. By the same token, the public affairs executive may have only a passing acquaintance with the techniques of public relations, but he or she is an expert on government. The difference can be interpreted as a matter of emphasis in some cases, or as a matter of interest, but it is the basic delineation between the two functions.

"Public affairs is also issues management ... and serving as a corporate conscience."

Nat'l School PR Ass'n, Exec Board: "The practice of public relations is essential to servicing the public interest. Its functions include assessing & influencing public opinion, providing feedback from the public to decision makers and helping to shape policies & procedures in the public interest. In addition, the public relations function is responsible for developing & maintaining programs of information & involvement which enable the

public to understand & support its institution."

Counselor John Sattler to IPRA World Congress, Bombay: "Public relations as a term & as a function is surprisingly well known today. It has its critics, and the term has been wrongly used by some, but is nevertheless established, accepted & recognized. I take the position, therefore, that those in the field should stop 'putting it down' & constantly trying to call it something else they feel is more 'respectable' or 'status-worthy.'

"Websters defines the word 'public' as meaning 'open to the knowledge & view of all'; and the word 'relations' as 'the state of being mutually or reciprocally interested, as in social or business matters.' Isn't that what public relations as a function is all about, putting aside the endless interpretations & nuances?"

L. Roy Blumenthal in The Practice of Public Relations: "Every human being practices some form of public relations from the moment he becomes conscious of other people appraising his personality assets & liabilities. The art of build-



ing one's personality to a level where one is able to meet & deal with the exigencies of every day living falls into the realm of psychology. The art of performing the same task for businesses, institutions, governments & all manner of other profit & nonprofit groupings is public relations."

Clarence Streetman, mpr, Bowater Southern Paper Co, Calhoun, Tenn: "If public relations carries a stigma, it is not going to smell any better if we call it something else. If, after nearly 30 years in public relations, I lack the respect & understanding of those with whom I have dealt, it is not because of my title; it is because of my performance. To help our employers & clients overcome negative public attitudes, we recommend changes in what they're doing and/or how they're doing it. And we caution them not to expect overnight results. The Yankee Doodle approach of sticking a feather in our hat & calling it macaroni is fantasy."

Michael Logue, pa ofc, US Army Engineer Dist, Vicksburg, Miss.: "If there is a 'tinny sound' to public relations it is the publicity & advertising people disguised as practitioners who have developed this attitude. The sugar coating of items perceived by the public in negative ways (e.g., the change of public relations to public affairs) is SOP for this bunch, hence the equation pr = lies."

"The change in title generally reflects a de-emphasis of the role of public relations people in research & evaluation, and an emphasis on the output of one-way communications such as news

HARPER'S RUNS SUPER-CHEAP "EXPOSE" OF PR BY ONE OF THOSE SAINTLY JOURNALISTS

"The Horror of Public Relations." P.J. Corkery, characterized as "an innocent journalist trapped inside a public relations firm," entered the world of movies through the door of a press agent firm serving that unreal universe. But his slam rebounds, proving the profession only mirrors those it represents. Corkery mistook Hollywood's tainted tinsel as that of public relations.

releases, magazines, films, etc. -- without adequately measuring their impact or defining target audiences."

Lew Riggs, from his book on healthcare public relations due out this spring: "For years public relations was considered an inappropriate function for hospitals & other healthcare organizations. It was seen in the nonprofit sector as a commercial function more suited to car manufacturers & makers of breakfast cereal. When it did develop in healthcare, considerable effort was made to disguise it with euphemism such as 'community affairs,' 'communications' or 'information services.' Now, however, it has come into its own through the advent of more professional management in healthcare facilities & greater public acceptance. The designation 'Public Relations Department' is now the most common, with the administrator in charge called 'director.'"

When William Raines was named dir corp rels at GAF (NYC), the release said he will head pa, pr, media rels, internal comms & investor rels. Asked by prr if there was any significance to this particular assemblage of terminology he said "those are just the functions that have been carried out by what would be called the public relations department or any other name you want to give it. My predecessor had all the same responsibilities. We're all one department."

"Semantics does matter. We shape others' perceptions by the way we describe ourselves. (See box on page 3 for another perspective.)"

What should have been labeled the horror of Hollywood, in the March issue of Harper's magazine, is instead titled

"The champagne maker wants to see his champagne used at prominent local parties. For his money, he gets references to his product in the society columns. The politicians, and some of the newer stars also, are paid to be introduced around town, to be put on invitation lists." Though some glimmers of the true profession & its practitioners shine through, the author feels it's all press kits -- "the industry staple." "You would think (and many PR people apparently do think) that journalism still works the way it did in the 1860s and 1870s" concludes the author, who "now makes an honest living writing in L.A."

Headline on the article calls it a "true story." The MacArthur Foundation rescued Harper's failing finances, but that job apparently remains undone for its editorial side. Dentists get similar treatment in an adjacent story.

A CANADIAN PERSPECTIVE FROM "BUSINESS QUARTERLY"

From Public Relations	To Public Affairs
internally driven	externally driven
reactive	proactive/ interactive
now-oriented	futures- oriented
concerned with facts	concerned with issues
produces comms	produces intelligence
event mgmt	process mgmt
managed disclosure	open disclosure
bureaucratic	participative

"Conceptually they are different. Public relations tends to identify only one of the units that make up a company's external afprs function. The public affairs designation often is introduced when the public relations unit is expanded to include gov't relations. The reasons for the trend away from public relations include: 1) traditionally identified as media rels; 2) identified with corporate image building; 3) loss of credibility in business & elsewhere; 4) function's new scope requires a more appropriate title."

Some execs view the two as separate & distinct with public relations described as "more allied to incompany product image & product promotion," & public affairs seen as "doing things to solve the problems of society & those of the company in the spirit of enlightened self-interest."

-- Peter Broadmore, public affairs exec

ITEMS OF INTEREST TO PROFESSIONALS

"PRSA's International Seminar marks two firsts: first time Society offers CEU's, its first major program recognizing the growing international aspect of practice. One CEU equals ten contact hours in a qualified continuing education program. Seminar, in NYC March 31-April 2, will include sessions on int'l corporate responsibility and case studies showing how to work with foreign media, overseas publics & int'l employees. Highlight will be a briefing, reception & dinner at the UN. (For info, call Kathy Hyett, PRSA, 212/826-1750)