

¶As part of the company's Summer Jobs for Youth Program, IDS will hire 100 disadvantaged teenagers this summer to work full-time for nonprofit agencies in Minneapolis and St. Paul. The program will provide youths with valid work experience, while lightening the work load of community agencies, many of which are facing budget cutbacks. IDS CEO Walter Scott expects that by the end of summer, participating teenagers will have more self-confidence and a better idea of what they want to do with their lives.

¶"In light of widespread youth unemployment, Gulf Oil is making an extra effort to provide summer jobs," said James Lee, Gulf's CEO, announcing a \$200,000 donation. Various cities will use their grants in different ways. The Philadelphia Urban Coalition, collaborating with the city's Office of Employment and Training, will use its grant to place youths on jobs in nonprofit community agencies.

VALUE OF INFORMATION TO GUIDE PUBLIC POLICY DISCUSSIONS  
IS BASIS OF EXXON'S BOOKLET ON "HOW MUCH OIL AND GAS?"

Science communication is put to the service of public affairs objectives

in Exxon's 17-pg background paper to increase public understanding of petroleum reserves. Until the end of the century, reserves -- estimated at 3,000 - 5,000 billion barrels oil equivalent -- are adequate at the expected world consumption of 30 - 40 billion barrels per year. But unless substantial quantities of new reserves are discovered, production at consumption levels now foreseen won't be possible.

An understanding of technical terms and concepts used in analyzing petroleum reserves is important for public policy deliberations, says the booklet. Gov't and public are thereby better able to: 1) place information about new discoveries in perspective; 2) help to insure the timely discovery and development of additional supplies of oil & gas; and 3) provide a background against which to plan the development of alternative energy sources. (Copies available from Exxon's pa dep't, 1251 Ave of the Americas, NYC 10020)

ITEMS OF INTEREST TO PRACTITIONERS

¶New medium leaves billboards in the dust. "Marketing by moped" reaches 9 of 10 people who pass the mobile mini-billboards, adds touch of semi-personal medium to messages. Findings of a study conducted for Advertising on Wheels (Los Angeles) show attraction is 5½ times greater than stationary billboards, messenger recall is 71%, greater circulation is assured by ability to take the medium to crowds, i.e., beaches, fairs, sporting events. Mopeds are driven by professional models, who pass out flyers & promotional items or samples if client desires. Company hopes to expand to all major markets.

¶Japanese focus inward for anniversary. Nippon Kokan, large Japanese steel manufacturer, purchased 40,000 jogging suits to give to its employees in celebration of the company's 70th anniversary. Workers could choose from 3 sizes, several colors. Tactic not only reinforces Japanese management style, but also promotes productivity by encouraging healthful activities.

WHO'S WHO IN PUBLIC RELATIONS

AWARD. NSPRA's highest & most prestigious Presidents Award to Tom I. Davis,

special ass't to North Carolina State Superintendent for Public Instruction (Raleigh).

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DOW BLOWS WHISTLE ON SPRAY PROGRAM, EXEMPLIFIES RESPONSIBILITY;  
PRODUCT STEWARDSHIP POLICY PAYS OFF IN CREDIBILITY, PUBLIC TRUST

An unusual act of corporate product stewardship received public kudos and wide media coverage in Canada's Atlantic Provinces. Upon discovering from a May 26 newspaper article that much of the spraying of New Brunswick's forests against the spruce budworm -- which can kill 1 tree in 3 in a single year -- would be done by using its product "Dowanol" in an untested manner, Dow Canada put its global Product Stewardship Policy into action. The policy spells out responsibilities of various departments to protect public health & safety (see box).

Dow immediately sent a telex to Forest Protection Ltd, the largely government-owned company that would do the spraying, and to Agriculture Canada, the federal authority which regulates and approves the use of all pesticides. Keeping litigation as well as product stewardship in mind, Dow asked that as a condition of sale it be held harmless from any resultant lawsuits, or that the product not be used until the company could perform further research to confirm the product's safe use. The spraying program was consequently delayed

Program's danger was that Dowanol, altho safe for industrial emulsifier applications for which it was originally intended, would be used as a solvent with an active ingredient from another manufacturer. After receiving access to previously confidential research studies submitted by the pesticide's producer, Dow scientists were satisfied that any hazard for people & animals was negligible. The Ministry of National Resources then approved the spraying.

Action Receives Public Kudos Positive fallout from this incident included wide, favorable coverage

by the Atlantic Provinces media and support of the spraying decision by opposition critics & environmentalists. The event dramatically enhanced the company's credibility and reputation for acting responsibly in the public interest. In a rare public commendation by a public official, J.W. Bird, Minister of Natural Resources, announced: "Dow Chemical Canada is to be commended for the substance of its Product Stewardship Policy. Not only has Dow demonstrated its commitment to health and environmental care in the sale of its own

"The Dow Chemical Company has a fundamental concern for all who make, distribute and use its products and for the environment in which we live. This concern is the basis for our Product Stewardship philosophy by which we assess the health and environmental information on our products and then take appropriate steps to protect employee and public health and the environment. The success of this Product Stewardship program rests with each and every individual involved with Dow products -- from the initial concept and research to the manufacture, sale, distribution, use and disposal of each product."  
  
-- from Dow's Product Stewardship Policy



primary products, but in this case has also set an example for responsibility when involved only as a supplementary supplier to another proprietary formation."

As Don Stephenson, Dow Canada's dir of corp comms, puts it: "Having a policy is one thing. Implementing it in the face of great pressure to ignore it is quite another. Deeds speak far louder and are remembered longer than rhetoric."

DOCUMENTING RESULTS IS KEY TO "NEW PUBLIC RELATIONS," SAYS COUNSELOR: 7 WAYS TO BE MORE EFFECTIVE

"Public relations is a powerful management tool. But unless we document to management what we can do and what we do do, it's meaningless," says John Sarkett, Chicago counselor. He cites 7 characteristics of "the new public relations." How do these compare with your conception of public relations?

- 1. Marketing-orientation: big picture-oriented & results-oriented.
- 2. Goal-oriented: focus on organizational objectives & help attain them.
- 3. Sensitive to management: the essence of public relations.
- 4. Leadership-oriented: give more than is expected.

- 5. Multi-channeled: availability of more communications channels than any single traditional marketing medium.
- 6. Measurable: measured against the organizational goal answering "Did we do what we said we'd do?" and "Did it matter?"
- 7. Accountable: return more measurable value to the client/org'n than the value invested.

"POWER MARKETING" THRU ADVERTISING/PR MIX: CUSHMAN PROPOSES CUTTING AD BUDGET TO EFFECT SAVINGS PLUS INCREASE PUBLIC RELATIONS

In times of falling corporate profits, budget cutting is attractive to management. So why not do this: 1) cut advertising budget by 10-15%; 2) in-

crease the public relations budget -- but by a smaller amount than the advertising cut. Company gains by retained capital and public relations gains by higher appropriations. It's a bold means of developing new, cost-efficient ways to reach sales goals, suggests Aaron Cushman, Chicago counselor.

This idea -- appropriately from someone in an independent pr firm -- rests on the premise that public relations is more powerful than advertising because it possesses credibility. "Consumers are so sophisticated today that they no longer anticipate receiving 100% of what the advertiser has promised." But public relations creates direct product exposure thru "disinterested third-person endorsement by an editor, broadcaster, columnist, or pictorial presentation." This type of exposure produces strong believability, says Cushman. Advertising's action message subsequently becomes more effective.

"Among sophisticated companies there is a growing awareness that public relations can be a strong element in the motivation of sales as opposed to the over-simplistic concept of image building."

CONSULTANCIES IN A RECESSIONARY ECONOMY & IN THE FUTURE: AUDITS & SERVICE ORGANIZATION CLIENTS ARE 2 KEYS

Growth of service organizations is James Strenski's answer to the recessionary

economy. The healthcare industry, professional organizations -- particularly doctors, lawyers, accountants -- and gov't are growth opportunities for pr firms. Since the 1977 Supreme Court ruling which allowed professional organizations to market their services, many firms have discovered that public relations is more cost-effective than advertising.

To maintain a leadership position in client relationships, pr firms must be able to measure their effectiveness. "We better know the techniques of opinion audits, communications audits, benchmark studies, and environmental monitoring in the social, political, and cultural arenas. And, contrary to what we may be used to, public relations consultants will have to become sophisticated and selective marketers of their services," predicted the chrm of PRSA's Counselors Academy at the CPRS conference.

BUSINESS & ECONOMIC REPORTING GREATLY IMPROVED BUT "NO COMMENT" IS SOMETIMES NECESSARY

Helping improve media relations is Texaco's -- and other energy companies' -- new openness. "We

reach out to reporters. We hold press conferences and open houses for the media. We encourage our executives to be responsive on matters of public concern." But there are limits, Texaco's pres James Kinnear says. The industry, still sensitive to the need to protect competitive information, simply cannot comment on certain matters.

Unlike most business references to the media, Kinnear notes a significant improvement in media coverage of the oil industry and business in general. He told the Society of American Business & Economic Writers that more journalists both understand and can explain to the public the terms "return on investment," "debt to equity ratio," "retained earnings," and the like.

SOCIAL INVESTMENTS MAKE GOOD BUSINESS SENSE HEUBLEIN FINDS IN SUPPORTING OPERATION PUSH

Heublein (Farmington, Ct.) signed a 5-yr agreement with Operation PUSH (People United to Save Humanity)

which will infuse more than \$180 million into the black community and thereby create an estimated 9,000 new jobs. Among the major provisions of the agreement are: 1) \$10 million Capital Formation Program to enable blacks to open 24 fast-food restaurants over the next 3 years; 2) Minority Purchasing Program which commits Heublein to purchase \$9.8 million of goods and services from minority-owned organizations in 1982 -- and plans to increase this amount to \$11.5 million in 1983.

"It's good business," says Hicks Waldron, Heublein's CEO. "It's good for blacks and other minorities and it's good for Heublein. Blacks account for an important part of our domestic sales, and we support those who support us." Heublein's workforce is 20% black and its management 16%. It also does about \$3 million in business with black-owned banks & a black-owned insurance company.

NONPROFIT AGENCIES & YOUTH BENEFIT FROM CORPORATE SUMMER JOBS PROGRAMS

Issue anticipators identify lack of employment opportunities for young people as a social problem that could have explosive

results. Some organizations are responding: