

Task force will continue to serve in an advisory capacity as the Republican National Convention comes to Dallas in 1984. "A similar study has begun in Houston and one is being contemplated in Boston," Jim Blackmore told pr. He feels any group of practitioners -- or even an organization's pr staff -- could perform this valuable public service for mutual benefit.

#### VALUABLE SERVICES FOR PRACTITIONERS

¶Local clipping services for all 50 states are now listed to help you capture those clippings. Some press ass'ns offer the service for their states. Two regional services cover wider areas: Mutual Press Clipping Service for DC, Del, Md; New England Newsclip Agency for the 6 New England states. List contains monthly reading rates, per-clip charges, contact persons, addresses & phone numbers. (\$10 from Delrae Communications, P.O. Box 932, Madison Square Station, NYC 10159)

¶Need research data but don't have a research budget? The Columbus Report is an affordable, localized alternative. It combines 4 important elements of scientifically-conducted research in one package. It is 1) specific to one metropolitan area -- the standard test market of Columbus, Ohio; 2) conducted & issued on a quarterly basis; 3) bridges the cost gap between those who cannot afford custom-designed research & those who must expect to spend \$8,000-\$100,000 for an individually-commissioned survey; 4) allows subscribers to piggy-back custom questions on the overall survey for their private & exclusive use. Private group briefings are held after each issue so subscribers can discuss survey results & generate ideas on how to use data most effectively for their organizations. Subscribers also have direct access to the data base, may purchase copies of the computer tape. Cost is \$1,000 for 4 quarterly reports. (More info from Nichols Marketing Group, 3726 Olentangy River Rd, Columbus 43214; 614/457-7742)

¶Pocket-sized media directory lists names, addresses, phones of more than 700 major media in the US. Pocket Media Guide's 37 pages include consumer, trade & technical pub'ns, major market tv/radio stations & newspapers. This is the 15th year it has been provided to pr professionals -- and it's free. (Copy from Media Distribution Services, 307 West 36th St, NYC 10018)

¶Special events now has a newsletter -- Crain's Special Events Report. Published by Ad Age, its appearance verifies rising import of public relations techniques. "Special events is the hot new marketing technique of the 80s," says promo. It brings together people producing events with those interested in sponsoring them, provides "how-to" info, explains costs, profits & new ideas. Attempts to give a step-by-step look at corporate, nonprofit, municipal, cultural, community & international events, big & small. (26 issues \$320; \$120 for nonprofits. Info from 740 N. Rush St, Chi 60611)

¶Article service for organizational communicators can help save time & money. Subscribers to First Draft receive 5 articles each month which are just that -- first drafts. They are designed to be edited to reflect the specific policies & goals of the subscriber's publication. Each article indicates where an editor can insert local material, suggests people to interview & questions to ask. Articles are developed for employee, community & stockholder audiences on a vast assortment of topics. Monthly articles are tailored for each editor's needs, based on pub'n format, audience & industry category. (Info from P.O. Box 191107, Dallas 75219; 214/526-1423)

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#### RETROACTIVE PRICE-FIXER BAILOUT ATTEMPT HURTS PUBLIC PERCEPTION OF BUSINESS ...BUT CORPORATE COMMUNITY SAID NOTHING. WHY?

Corporations suffer from poor public opinion & distrust, find many studies. Business leaders & corporate practitioners have been decrying this for a decade. Recent bill in the lame duck session of Congress dramatically illustrates why many legislators, journalists & concerned citizens hold this view. Ultra special interest proposal sought reduced penalties for price-fixers -- with those changes applying retroactively to pending antitrust cases. Sen. Max Baucus (D-Mont) called it the "price-fixers' bailout bill," said its passage would be "a gross miscarriage of justice."

Companies that lobbied hardest for the bill -- which failed on the floor but passed in committee -- were Georgia-Pacific, Weyerhaeuser, Willamette Industries & Milliken. All have been found guilty of price-fixing, now face multi-million dollar damage judgments. Their brassy attempt to by-pass the rule of law may have been in their "dollar-bottom-line" interest. But what about the intangible (but certainly dollar related) damage to public perceptions of them & of business?

One company that is thinking beyond the "dollar-bottom-line" is General Motors. In a joint project with United Auto Workers, GM has designated \$2 million to match contributions by workers for relief of the unemployed. This comes as a "hunger emergency" has been declared in Michigan & the National Guard is distributing food.

Yet not one company was heard to speak out against the bill. Aren't people more likely to believe that business really favors competition & private enterprise when companies stop averting their eyes to questionable acts by other members of the club?

Strongly pro-business Sen. Warren Rudman (D-NH), former state atty gen'l, initiated a media campaign against the bill and all it stood for. He said stiff penalties for price-fixers are justified because they cause "enormous, often undetected damage to consumers." The solution, he said, is not to change the law, but for firms to stop fixing prices. There may be points in favor of the bill, technically. But the public perception seems easily predictable.

#### Amway Campaigns In Bold Salesman's Style To Clear Perceptions

Giant direct seller has been pounded hard for allegedly trying to avoid customs duty in shipments to Canada. Issue hit simultaneously with involvement of some Amway distributors in claiming Procter & Gamble's logo was anti-Christian.

Company held back response until air cleared. Resulting campaign shows boldness that built multi-billion dollar firm in two decades.



After believable explanation of its position -- which is that it did not break the law (tho it admits to a special arrangement with Revenue Canada, which some call a sweetheart deal) -- Amway offers its clincher: there was no "monetary benefit" for the company. Customs are merely passed along to buyers. Lower duties simply allowed Amway to "keep prices at a competitive level." Amway of Canada grew to over \$100 million, servicing 100,000 Canadian distributors & resulting in thousands of jobs.

Good pitch (for copy, write prr). And now comes the illustration of how Amway has gotten to where it is. Appended to material is an offer of "detailed documentation" of company's case. But savvy direct salesmen don't stop there. They go on to solicit names of anyone who's had "similar problems with Revenue Canada." And then... there's a final box you can check, which reads: "I'd like to hear more about the Amway business opportunity." Even if they're dead guilty, one comes away with admiration -- or at the least envy for ability to keep their eye on the opportunity, not dwell on the problem. Certainly this manages perceptions by not giving the appearance of guilt.

WHY IS IT ALWAYS HARD TO FIGURE OUT ANNIVERSARIES?

This is prr's 25th year ...we think. Charles Prout published the first issue Sept. 8, 1958. That means we are in our 25th year, but won't celebrate our 25th birthday until next Sept. Right? Anniversaries are computed at the completion of a certain number of years, rather than the beginning. Does that mean we should be using these stickers now, or do we have to wait until September?

Stickers are printed in silver ink on clear mylar, come in easy-to-use rolls. They're available from Castle Island Press, 1941 Ridge Rd, Homewood, Ill. 60430; 312/799-1030. Much easier than overprinting all letterheads & forms, we've found.



"ORAL STYLE" BECOMES VALUABLE AS FACE-TO-FACE COMMUNICATION BOOMS

"I think we're going to see speaker-audience communication programs grow," predicts Ed McCarthy, public speaking consultant. In an

article for Chicago Publicity Club, he gives tips on writing for the ear, not the eye. What's needed "is an oral style." He offers some suggestions on the words & word combinations to use:

- ¶Use short words, with few syllables.
- ¶Use the active voice. Active verbs make sentences get up & go.
- ¶Go straightforward -- use a subject-verb-object order. Clauses tend to confuse listeners.
- ¶Vary the length of sentences, but generally keep them short.
- ¶Use more contractions but don't go to extremes. You can usually tell when to use a contraction by how the words roll off your tongue.
- ¶Use vivid language to make your listeners hear, see, feel or smell something.
- ¶Personalize your message with personal pronouns.
- ¶Use fewer different words.
- ¶Drop a bomb on jargon -- wipe it out.
- ¶Skillful repetition of words or phrases or even sentences is effective.
- ¶Common, familiar words are best.

(For copy of interview and bibliography for speechwriters, send SASE to McCarthy at 18102 Charlemagne Ave, Hazel Crest, Ill. 60429.)

RESEARCH THE BEST SELF-PROMOTION TOOL BECAUSE IT IS NOT SELF-SERVING

20 years ago your editor & Paul Newsome, founder of Newsome & Co. (Boston) asked Ed Bernays what he thought was the best way to promote a public relations firm. Conduct some useful survey or research, advised ELB. The wisdom of this approach is illustrated by Towers, Perrin, Forster & Crosby. The broad-based consulting firm specializes in internal relations. So, it conducts surveys with the leading org'ns in personnel & in internal comms.

With Amer. Society for Personnel Administration, TPF&C asks top managers how they view the human resource function. Last year's responses established these priorities in internal relations programs: 1) productivity improvement, 2) employee comms, 3) mgmt succession planning, 4) mgmt education & development. (Note that 3 of 4 are tasks public relations can & should undertake, or at least participate in.)

With IABC, TPF&C asks employees in a number of US & Canadian organizations about their comn needs, the media they prefer, and how their outfits are doing in communicating with employees (pr 12/13/82). Conducting the research and publicizing the findings position TPF&C with senior execs, personnel mgrs & dprs. And it looks like -- and is -- a public service.

BUILDING POSITIVE PERCEPTIONS OF WHAT PR REALLY IS, PRSA CHAPTER CONDUCTS YEAR-LONG AUDIT FOR CITY OF DALLAS

First-time, cooperative effort between a PRSA chapter and city gov't has earned praise for the volunteers & better understanding of the profession. North Texas Chapter recently submitted its 50-pg study of the city's public information policies & programs. 40 members participated in the exhaustive 1-yr volunteer study chaired by Norman Teich. Dallas city manager "realized the city needed to do a better job of talking with public, with the press corps and itself," wrote Rena Pederson, Dallas Morning News editorial staff writer. "Now a year later, there is a bona fide public affairs department and it is becoming one of the most influential arms of the city. Most of the recommendations from the PRSA study have been put into place and then some." Beverly Gandy was appointed dpa as a result of the study.

ORGANIZATIONAL INFO SOURCES THAT NEED ATTENTION

<u>Need The Most Attention</u>	<u>% Gap</u>
1. Top execs	-38.5
2. My immediate supervisor	-34.3
3. Orientation program	-31.7
4. Small group meetings	-30.2
5. Upward comm program	-26.0
<u>So-So To Not-Bad</u>	
6. Local employee pub'n	-21.3
7. Annual state-of-the-business report	-19.0
8. Audio-visual programs	-16.4
9. Org'n-wide employee pub'n	-15.9
10. Employee handbook/ other brochures	-14.7
<u>Need The Least Attention</u>	
11. Mass meetings	-13.0
12. The union	-10.1
13. Bulletin boards	- 9.9
14. Mass media	- .1
<u>Already Too Strong</u>	
15. The grapevine	+29.1
-- Ranked in order of widest gap between current & preferred status by 32,000 respondents to IABC/TPF&C 1982 survey.	