

MEGABUCKS: HOW TO MAKE YOUR PR DEPARTMENT A REVENUE PRODUCER

<u>Communications</u>		<u>Photography</u>	
Speech Writing -- CEO		- Appropriate to company mission	\$5/shot
- What he/she should say	\$ 10		
- What he/she wants to say	\$150	- Flowers, cakes, plaques, passports, belly dancers	\$50/shot
Public Statement			
- Consult with CEO & preparation	\$ 10	<u>Planning</u>	
- No consult but cleaning up his/her bloopers	\$3,000	- Joint consult with board, CEO (Don't worry, they won't ask)	No Charge
<u>Printed Materials</u>		<u>Media Inquiries</u>	
Company Newsletter		- Patient condition report	\$ 5
- Content employees will read	\$ 25	- Description of injuries	\$ 25
- Content reflecting "corporate culture"	\$5,000	- Explanation of news release policy you sent them	\$ 150
Brochures		- Photo visit (scheduled)	\$ 10
- Appropriately produced	\$ 25	(unscheduled)	\$ 150
- Using their artwork & design	\$5,000		
Posters		-- From a new book "soon to be published" by a prominent Florida hospital practitioner. Due to ongoing negotiations with publishers, the author wishes to remain anonymous (and employed) until said negotiations are complete.	
- Company business	\$ 5ea		
- School elections, political candidates, spaghetti dinners	\$ 50ea		

BOOKS OF INTEREST TO PRACTITIONERS

¶2,500 US & foreign newsletters are listed in The Newsletter Yearbook Directory, 4th edition. Divided into 162 subject categories, listings give name of editor & publisher, address, phone, price, frequency, if available electronically, and what editorial info is desired. Also lists newsletters geographically & by multiple publishers. Includes sections on 1) newsletter history, 2) major events & tips on newslettering as reported in The Newsletter on Newsletters, 3) suppliers to the industry recommended by other publishers. (\$45 from The Newsletter Clearinghouse, Box 311, Rhinebeck, NY 12572)

¶Handy step-by-step manual for the seasoned professional or the beginning editor/designer is Mastering Graphics: Design and Production Made Easy by Jan White. Book presupposes no training or background in graphics. It explains the essential elements, processes & terminology used in graphic design, layout & printing. Answers questions often asked by newcomers and by experienced editors & designers as well. 13 chapters cover key areas: typography, illustrations, logos, formats, layout, printing, binding. Illustrated with 480 line drawings & 80 halftones. Offers examples of effective design & layout. Great learning tool for those new to the discipline. Handy reference to jog the memory or get new insights. (\$24.95 from R.R. Bowker Co, P.O. Box 1807, Ann Arbor, Mich. 48106; 800/257-7894)

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NEXT STEP IN AUTOMATING DATA SPECIFICALLY FOR PUBLIC RELATIONS IS INTERACTIVE, WORLDWIDE, MULTI-DEPARTMENT, ISSUE-TRACKING SOFTWARE

First there was word processing. Then Nexis, NYTimes & other data banks. Now interactive computer public affairs programs for issue analysis & strategic planning. The first step was taken in legislative relations, computerizing indepth data on congressmen or state solons -- voting records, personal traits or habits, tracking speeches & positions. Bill histories & contact networks are also computerized by many.

Now, custom software makes it possible to monitor issues, trends, activities so you can 1) make decisions proactively, not reactively, 2) influence legislation & regulatory decisions that will affect you, 3) keep up with potential adversaries & activists, 4) narrow the gap between your objectives & emerging issues. Called Gambit, service is "the only one of its kind," yet, believes Ed Grefe, pres-pa div, Computer Research Group.

Gambit allows pr/pa dep'ts to computerize all their functions. It offers a method for developing an internal data base to:

- ¶manage issues
- ¶track legislative proposals
- ¶monitor regulatory activities
- ¶build winning coalitions
- ¶identify allies & adversaries
- ¶communicate relevant data
- ¶coordinate org'n-wide positions
- ¶evaluate an issue's economic impact
- ¶establish or maintain a PAC
- ¶relate contributions to issues
- ¶budget time, staff & resources in accordance with predetermined priorities
- ¶relate the relevancy of activities to strategic goals

"Users can dial into CRG's public affairs info system to tap generalized data; store proprietary info on the same subjects; cross relate all this data to secure a

PAPER vs. COMPUTER

"Training is needed to get professionals to make the shift from manual to an electronic system," Grefe told prr. "People in public relations, public affairs, government relations have traditionally been manually oriented. They feel very comfortable with a piece of paper. But remembering where that piece of paper is can be a problem."

A piece of paper might refer to 4 different issues and 5 different players (individuals or org'ns) that affect the development of those issues. Only alternative is to make 10 copies of that paper so it can be filed in every relevant file. And if 5 people in the org'n are interested in those issues, another 5 copies are needed. If, on the following day, a new piece of paper shows up contradicting the previous one, those 15 copies have to be retrieved and the process repeated -- hoping everyone & every file is remembered.



range of instant, useful facts on issues, trends, legislation, regulatory activity, key players, profiles of organizations and more," according to Tom Miller, pres. Several dep'ts in an organization can feed in & get data out. CRG inputs legislative tracking & wire service material.

Users need a computer that has the ability to dial up an external system. Charge is on a one-time royalty fee basis along with a time-sharing arrangement. "It's less expensive to get started with us than it would be to hire a programmer & support personnel. It offers an opportunity to bring in a program that will use existing personnel more efficiently, achieving greater productivity." (For more info, write CRG, 2112 Broadway, Ste. 305, NYC 10023; 212/496-7774)

CHANGING PRODUCT PROMOTION MEDIA SHOW NEED FOR PERSONALIZING, WARMTH, SUPER DESIGN & EDITORIAL STRATEGIES

Catalogs must compete with efficient -- but depersonalized -- electronic media to maintain their place in the media spectrum. To survive, catalogs are becoming warmer,

more personalized. They're appealing to humanness (see prr 9/12) that the electronic media, by its nature, can't. Best in Catalogs -- 1983 identifies 25 of the "best" and tells why. How each catalog handles product descriptions, photography, design, type, even order forms, is analyzed and thoroughly explained. Includes lots of photos so you can see how the "best" do what they do.

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Here's an example: "There is absolutely no better way to attract people than with attractively presented food. The cover of 'Catalog for Cooks' by Williams-Sonoma slides a chair right out for you with its appealing presentation of a quiche, complete with edible greenery and a red pimento bow, so you can enjoy your visit with them. Furthering this warm appeal is a quaint blue-check cloth. This cover says, 'We are warm, friendly people inviting you to peruse our catalog.'" (\$29.95 + \$2.50 shipping from Maxwell Sroge Publishing, 731 North Cascade, Colorado Springs, Co. 80903)

Retailers began circulating catalogs & newspaper inserts to compete with the mail order deluge. Now they're taking the extra step to keep these media viable. Jordan Marsh, Florida & Massachusetts department store chain, turned its catalog into a full fledged magazine. Cover features celebrities, merchandise is presented in Vogue-style illustrated articles, ads for banks, cigarettes, even a competing store are included. Fashion mags are their ads -- so why not? But consider: 1) Will such moves proliferate information overload ... or cut into magazine sales? 2) Will the flight of major retailers from newspapers & broadcast -- a well established trend -- lead to the demise of journalistic media on which publicity depends? 3) Does this demonstrate again the need to have one's own, targeted medium? 4) Is this a placement opportunity?

"TELEVISION IS A FAST FOOD MEDIUM, A FEW QUICK BITES & THE INTERVIEW IS OVER"

for Cable News Network. Stephen Rafe & Walter Pfister of The Executive Television Workshop (NYC) have prepared the executives of Johnson & Johnson during the Tylenol crisis, American Bell in the AT&T transition, NASA for the shuttle flights. They reviewed their executive training files on the firm's 5th birthday & offer these guidelines on "The Art of The Interview":

"Dealing with the media is now an essential ingredient of management," believes Mike Kandel, fin'l editor

1. Drama & conflict are the two essential ingredients.
2. Be aware of the blurring distinction between news & entertainment programming.
3. Interview opportunities are increasing for executives.
4. Provide succinct answers.
5. Be entertaining.
6. Be prepared. Learn about the set, cameras & crew functions so you can relax on camera.
7. Give the key points right up front. If time allows, reporters will

go into more detail with follow-up questions.

8. Sit naturally so as not to appear stiff & defensive or unenthusiastic.

9. Gestures burn off stress & provide more interesting viewing.

10. Attitude is important. Remain calm & courteous no matter what is happening on the show.

11. Give positive responses. Words which are repeated are reinforced and, therefore, remembered longer. If a reporter asks a question phrased in the negative, and you repeat the negative words even in denial, a negative impression will survive long after the facts have been forgotten.

"ADVERTORIALS" AVAILABLE IN LEADING DAILIES; SAY SERVICE DOESN'T HURT EDITORIAL ACCEPTABILITY

is available now on the "Corporate Communications Page" in 47 major newspapers thru the O'Donnell Organization. "Advertorial" allows verbatim printing of press release in business section. Photos, graphs & logos can be used.

Should public relations professionals pay to have their press releases printed? Opportunity

Will paying for being on this page prevent your release from being carried elsewhere in the same paper? Affect reception of your next release to that paper? O'Donnell says no. "Does an automobile manufacturer's full-page ad announcing a new model destroy the newsworthiness of a press release on the same subject? Does an ad about a corporation's proxy fight prevent a business editor from reporting on the fight in the editorial columns? Of course not."

Sample advertorial rates via O'Donnell:		
	<u>Circulation</u>	<u>\$/col in.</u>
LATimes	1,358,420	217.47
Washington Post	1,005,468	312.20
Miami Herald	533,539	201.81
Hammond Times	78,724	33.59
Baltimore Sun	393,621	134.69
Aberdeen Amer. News	21,673	14.51
Milwaukee Journal	523,703	161.04
Phila. Inquirer	1,036,717	269.49

Page is clearly marked advertising, distinguishable from paper's editorial columns by layout & typographic treatment. Among 47 participating papers are LATimes, Washington Post, Phila Inquirer, Detroit News, Detroit Free Press, Mpls Star & Tribune, Miami Herald, Milwaukee Journal, Dallas Morning News, Baltimore Sun, Kansas City Star. Space is sold by the column inch based on a 6-column broadsheet page. (Info from O'Donnell Org'n, 207 East 37th St, NYC 10016; 212/687-5730)

In Canada it has long been standard practice to place executive appointments & other organizational announcements as ads.