

address, phone, dial position, coverage, network affiliation, format, staff. Talk show info includes show name, host, topics discussed, airtime data, contact, type of material accepted. Directory also gives travel info for each of the major cities. Comes in loose leaf binder so 6-month update can be easily inserted. (\$95, includes update, from Peter Glenn Publications, 17 East 48th St, NYC 10017)

Nearly 37,000 media entries worldwide are included in Benn's Press Directory. 2-volume set covers publishers, newspapers, free distribution newspapers, magazines, house journals, directories, broadcasting, electronic publishing, agencies & services, media org'ns. Each of 195 countries covered includes list of vital info sources such as embassies, news agencies, broadcasting services, chambers of commerce and extensive press lists. Volume I covers the United Kingdom. Volume II is the international directory -- including UK. (\$135 + \$8 postage for both volumes -- or available separately -- from Benn Business Information Services, Union House, Eridge Rd, Tunbridge Wells, Kent TN4 8HF, England)

BUSINESSES BLEW WHISTLE ON PRICE FIXERS; PROBLEM WAS HOW TO DEFEAT BILL WITHOUT TARRING WHOLE BIZ COMMUNITY

In prr's January 17 lead story about the "price-fixers' bail-out bill," we said no one spoke out against it. But Timothy Brosnahan, vp, Burson-Marsteller (DC)

told prr that there were 3 huge cases which "involved literally thousands of plain-tiffs, all of which were businesses." The cases involved over 70 defendants & more than a billion dollars in damages. All settled out of court except Georgia-Pacific, Weyerhauser & Willamette Industries in the Plywood Case; Mead Co. in the Corrugated Container Case; Milliken in the Textile Machinery Case.

Brosnahan continues: "It was a bit lonely, but Burlington Industries, a plaintiff in the Textile Machinery Case, spoke out. Hundreds of other plaintiffs (Alcoa, for example), also spoke out in letters to Congress and statements in the press.

"I know these facts because, in working for Burlington, we were actively involved for several months. Burlington's main charge to us was to try to persuade editorial writers that the 'bail-out' was an outrage, but to do so in such a way that the business community generally would not be tarred with the same brush as the 5 price-fixers.

"The result was 83 editorials (that we know of) against the bail-out and 1 (in the home town paper of one of the major defendants) in favor. The ones against included the New York Times, Philadelphia Inquirer, Miami Herald, Chicago Sun-Times, St. Louis Post Dispatch and San Francisco Herald-Examiner.

"Senators Max Baucus & Warren Rudman were magnificent in their leadership of the opposition, but I know they would both agree that Burlington and other companies played a vitally important role in defeating the bill."

What can the biz community do about the public's perception of it? Should biz speak up & criticize each other? John Budd, vp external resources at Emhart (Hartford, Ct.), told prr: "I don't think public name-calling will do much to enhance the public's perception of business itself. But, I strongly feel the issue should be addressed straight-forwardly within the councils of business -- Business Round Table, Conference Board, NAM, AMA. And what vp of pr will come forward first with a statesman like speech by his CEO on this problem?"

CASE STUDY: ALASKA NATIONAL COMMUNICATION PROGRAM SHOWS MASS INFO CAMPAIGNS CAN CORRECT MISPERCEPTIONS -- BUT BEHIND SCENE HANDLING OF ELEMENTS IS MAIN CHALLENGE

In 1981-2 the state of Alaska mounted a \$2-million warts-&-all communication program -- not a tourist promotion or industrial development pitch, but an information campaign to alter misperceptions about the 49th state. These were hindering Alaska's ability to govern itself, prompting a string of federal legislation & resource decisions that have kept the state a victim of boom-&-bust cycles based on exploitation of its natural resources.

The state's peculiar geography & history mean the problem can only be solved by communication. The unusual mass media campaign took several risks: a) that an ad hoc national tv network could be assembled for a 1-hr prime time show; b) that the state's citizens & special interests would give internal support; c) that presentday mass media have power to implant correct perceptions. As John Chancellor says about tv, it's "an experience medium, we're really not very good at communicating facts."

Robert Clarke, dir of comn for the Governor's Office, managed a classic program. It began with a national poll (by Dittman Research) that "revealed gross misperceptions & information vacuums" -- like 15% who didn't know Alaska was a state. Extensive planning led to 5 action steps:

1. Establishing an Alaska Information Office in NYC to promote media awareness, provide ongoing services, monitor publications & broadcasts.
2. Nationally broadcast tv program relying on FCC's Prime-Time Access Rule.
3. Nationally distributed book.
4. Editorial visits by Gov. Jay Hammond, and "reverse editorial visits" by reporters to the state.

BROADCAST SKILL NEEDS PRINT

"The television medium, for all its power & reach, does have limitations. First, television creates relatively temporary impressions; specific messages fade in the viewers' minds just as they fade from the screen itself. Second, an audiovisual medium like television is not well-suited for substantive, factual information. To absorb facts, most people require 'hard copy' -- written text that can be reviewed, studied & referred to for confirmation. So, the planners of the Alaskan communication program sought a more permanent medium to 'fix' the essential messages about the state in the public's mind. After considering several print options, they decided to commission a book."

5. Alaska Writers Project which subsidized articles that were placed by three pr firms involved in the program (Brennan & Brennan as lead firm in Anchorage, aided by Doremus & Co. and Carlson-Rockey in NYC).



Results were evaluated by Boston University School of Public Communication. Their 100-pg case study provides these useful findings for practitioners:

- a) Ad hoc tv syndications work if you have a balanced, objective show that is also entertaining. 131 stations (85% were network affiliates) aired the show "Alaska: The Story At The Top Of The World." With signal overlaps & cable retransmissions, this gave 95% of tv households availability to the show.
- b) Critical elements in putting the network together were 1) using nationally known syndicators (George Back & Assocs, NYC); 2) an incentive package offering "placement" fees & "barter" incomes (sale of ad time); 3) gaining credibility with stations by using an award-winning production house known in the industry despite objections from in-state producers.
- c) Inreach is important. Localites in Alaska -- those who don't travel outside -- objected to the campaign, while cosmopolites -- those who do travel -- were supportive. Editorials were generally negative. Ad Federation of Alaska sued when Boston Broadcasters div. of WCVB-TV was selected to produce the tv show.
- d) Objectivity may stimulate "the realism effect." The more people know about Alaska, the less favorably they view it. Storybook fantasies are replaced by facts. A 21% drop in overall favorable attitude occurred in the campaign.
- e) Beware the lawyers again. The book was never written. Alaska's lawyers "were unable to agree to the selected author's terms for copyright ownership." An integral component was thus lost.
- f) Factual knowledge can be increased by a campaign. Evaluation research shows increases in all categories, ranging from 3% to 30%. (Copy of case study, \$5 from Alex Huppe, dir dev'l & continuing educ, School of Public Communication, Boston Univ, 640 Commonwealth Ave, Boston 02215)

AWAD LISTS FIVE WAYS
PR CAN AID PRODUCTIVITY

Veteran practitioner Joe Awad, gen'l dpr at Reynolds Metals (Richmond, Va.) & 1982 PRSA pres, sees public relations helping to attack America's productivity problem in these ways:

1. "Maintain and strengthen public consensus for the remission of 'excessive government regulation' which has done so much to stifle productivity in recent years."
2. "Helping management do a better job of communications within its own hierarchy, particularly in very large, highly structured organizations."
3. "Improving employee communications & relations and building employee motivation."

The fourth and fifth ways public relations can deal with this important problem are somewhat intertwined, he feels. "Part of the solution of the productivity problem is bound up with the problems of profitability & capital formation. Organizations need to generate or borrow the capital needed for research & development and for the new plant and equipment that will increase productivity. This means helping the company to market & sell its products & services. The current economic crisis is stimulating management to turn from the preoccupation with issues that has dominated public relations activity in recent years back toward marketing-support public relations."

On the capital formation problem: "There are still a great many businesses whose low P&E ratios are a direct result of their inability to get their story across to the investment community." (2nd printing of prr's popular special report, Improving Productivity: A Public Relations Opportunity, has come from the printers. 100 pgs; \$20.)

BASIC RESOURCES FOR PRACTITIONERS

¶1982 was a good year for pr firms, shows O'Dwyer's Directory of Public Relations Firms, 1983. 18 of the 50 largest US pr firms increased income by 20%. Only 7 experienced a decline. 1,300 pr firms & dep'ts are listed -- up from 1,200 last year. Shows firms & dep'ts alphabetically, by size, specialized skills, & geographic location. Lists accounts, branch offices & executives with address & phone number. (\$60 from J.R. O'Dwyer Co, 271 Madison Ave, NYC 10016)

¶Over 60,000 changes & 1,500 completely new entries update the 1983 Encyclopedia of Associations, 17th edition. Volume 1, National Organizations of the US, is done in 2 parts this year with modern typography to allow more info to be presented in fewer pages. As before, directory contains an extensive alphabetical & keyword index. Makes directory a valuable resource tool. Finding a specific org'n or info in a particular field is easy. Entries give orgn's address, phone, exec dir, date founded, number of members, staff, pub'ns, convention date & place, background info. (\$160 from Gale Research, Book Tower, Detroit 48226)

¶More than 23,000 pr outlets covering 8 different fields are listed in the 1983 All-In-One Directory from Gebbie Press. Directory combines print & electronic media detailing 1,765 daily newspapers; 9,620 weeklies; 1,120 tv stations; 6,575 radio stations; 240 consumer magazines; 260 farm pub'ns; 230 biz & fin'l papers; 3,190 trade pub'ns. Separate sections list black-oriented newspapers & radio stations. (530-pg, 6" x 9" reference costs \$60 from Gebbie Press, P.O. Box 1000, New Paltz, NY 12561)

¶Cable TV Publicity Outlets -- Nationwide contains 650 listings for cable network, syndicated & locally originated programs. Listings, arranged geographically, give prgm name, host, contact, address, phone, time prgm televised, time pre-recorded, audience size, syndicated, carried by a network, major interest of prgm, and kinds of pr materials wanted. (\$125 includes 2 editions printed semi-annually. From Public Relations Plus, Box 327, Washington Depot, Ct. 06794)

¶National Radio Publicity Directory deals exclusively with radio talk shows. It covers over 4,500 stations in all the major & not-so-major markets including local & college stations, network & syndicated shows. Listings include call letters,

PITFALLS OF GOOD POLICIES

The difficulty of being open & fair without suffering from public prejudices is highlighted by columnist Richard Reeves. Noting the Democrat's formation of a Gay-Lesbian Caucus, and the Republican's efforts to give a hearing to financiers & those who oppose school busing, he foresees a powerful boomerang: "'Labor & Lesbians,' to be blunt and unfeeling, would not be a great slogan for the Democratic nominee next year. It's as if the Republicans chose 'Banks & Bigots.'"