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## "READER MILES" -- A DRAMATIC NEW APPROACH TO PUBLICITY EVALUATION

What has been lacking in the search for ways to measure public relations has been a method that dramatically portrays our efforts. It should be no surprise that people do not take seriously a profession that measures its success in inches -- column inches, that is. In a society where the predominant unit of measure is the football field, inches just don't measure up. But inside the old chestnut of column inches is the kernel of a system that will provide a much more compelling measurement of our contributions.

The first step is to convert column inches into linear inches. The average newspaper column is 2 inches wide and contains 8 lines of type per inch. Thus each column inch converts to 16 linear inches of type. That's still inches, but fortunately, inches add up. 12 of them make a foot. 3 feet make a yard. 100 yards make a football field, and 17.6 football fields make a mile.

A mile! Now that's impressive. But why stop there? By borrowing the concept of passenger miles from the transportation industry, and converting it to suitable form for public relations, we arrive at "reader miles." Reader miles are determined by multiplying the number of linear miles of coverage by the readership of the newspaper or magazine in which the coverage appeared. With this technique, a handful of the old col-

umn inches quickly becomes hundreds, or even thousands, of reader miles. For example, a 20-inch story in a metropolitan daily with a readership of half a million would equal 2,500 reader miles.

Calculating print coverage in this fashion will provide some real dramatic opportunities for reporting results. Think of the impact on your CEO of statements such as "We have achieved sufficient reader miles to travel to the moon and back," or "Our publicity efforts have resulted in enough reader miles to circle the Earth 6 times."

This new system will also be useful in evaluating the performance of the individuals on the public relations staff. By dividing the amount of time spent on each project into the results, we get reader miles per hour; a sure-fire method of identifying fast-track employees. (Recording the amount of coffee consumed by each employee will also enable you to compute reader miles per gallon.)

"Reader miles" has it all -- drama, versatility and ease of handling. Make the switch today and start getting some real mileage out of your story placements.

-- Ken Service  
Ass't vp-pa  
University of Cincinnati

## WHO'S WHO IN PUBLIC RELATIONS

ELECTED. 1983 Issues Mgmt Ass'n ofcrs: chrm, Raymond Ewing (Allstate Insurance); pres, Madelyn Hochstein (Yankelovich, Skelly & White); vp, Walter Hahn (G.Wash U); Jack Rushing (Allied Corp);

treas, Kenneth Hunter (US GAO); sec'y, Brian Milton (Bell Canada); new bd mbrs, H. Darden Chambliss (Aluminum Assoc), Henry Ernstthal (Soc. of Nuclear Medicine).

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## GETTING YOUR MESSAGE ON PRIME TIME TELEVISION; ANOTHER SUCCESSFUL CASE STUDY ... AND A CAUTION

Can you, like the heart-health folks with their live operation, really get major tv coverage for your organization's message? Alaska National Communication Program (pr 2/28) banked on the Prime Time Access Rule (PTAR) to get its film aired. Its strategists went to great lengths to make sure film's content was not biased, and that entertainment & quality levels were high, in order to make it attractive to stations. Gamble they took (and won) was that they'd get on prime time thru PTAR. A risky gamble at best, according to 2 legal-comms experts.

PTAR intends "to avoid dominance by the networks over all of prime time programming. During the 4 hours of prime time, a network is prohibited from supplying more than 3 hours. The affiliate is left on its own to supply 1 hour," explains Bob Ratcliffe, FCC's legal branch chief, policy & rules div, mass media bureau. Affiliates must come up with something independently obtained. They often use game shows produced by independent producers and sold directly. Benefit to affiliates is that they get all the commercial time.

"There is no question that the rule does enhance the possibility of non-network program producers exhibiting their work. If you can convince the affiliate that your film is worth showing and has commercial viability, then you may have a chance. You stand or fall on 1) the merits of your program and 2) its commercial viability."

Steve Nevas of Nat'l Ass'n of Broadcasters warns that PTAR does not provide any right of access. And it applies only to top 100 markets. "A lot of public interest groups and some pr people have unfortunately taken the viewpoint that this provides some sort of access right. There is no access right for anyone. The access is for the station to put in programming of its own choosing. It's the local station's option. They may use that time. The networks cannot preempt that time if they do use it."

Conclusion: PTAR at least provides an opportunity for practitioners, since local stations are barred from giving all their prime time to the networks.

(more.....)



PBS, The Non-Network Network, Offers A Special Opportunity

Getting programming aired on television is a feat. Southern Poverty Law Center attempted to get its film, "The Klan: A Legacy Of Hate In America," accepted by PBS, but failed. "PBS rejected the film for distribution because it didn't meet their funding guidelines. Public tv -- and all tv -- is pretty strict about the rule that says people who fund a program cannot have a perceived interest in its content. You can't get close with anything approaching advocacy."

So another tack was pursued. Klanwatch, film's funder & subsidiary of SPLC, sought the help of Page Crosland & Tod Mesirow (Crosland Co, DC). From their experience in previous PBS jobs, they proposed bypassing PBS & going direct to the US's 270 public tv outlets.

Timing Is Critical Film was completed last September. In November, when there was talk about a Klan march in Washington, the local PBS station agreed to air it then because of its timeliness. It ran Wednesday night at 9:30 pm. "We had an 'overnight' done -- a viewership survey. We got a 4 rating in a 7 share, which for public tv are fabulous numbers. Then we used those numbers as another tool to market the film to the public tv system."

Public tv is not like other networks. Mesirow explains that every station in the system is an entity unto itself. Decisions on what programs to air are made independently at each station. "So even tho PBS wouldn't include the film in its schedule, we were still able to talk to the local program managers at the stations around the country and convince them they should include it. Because it's not a network, we were able to get 17 of the top 20 markets to air the film."

"What we have proved with our distribution and promotion of this film is that a television program on a controversial topic that has been rejected by PBS can still be seen by viewers nationwide. This is not the first time that anyone has distributed a program directly to public tv stations; but it is the first time this has been done so successfully." Entire promotion & distribution project cost about \$30,000.

IACOCCA SEEN AS MOST PR-SENSITIVE CEO, BERNAYS & LESLY AS MOST RESPECTED PRACTITIONERS; WSJ PASSES NYTIMES AS MUST READING

pr's 1982 sociometric survey drew 644 responses from a sample of 2200. Universe was PRSA & CPRS membership lists plus pr subscribers who are not members of either society. They are spread across 19 workplace categories, from conglomerates to counseling firms to hospitals. Non-suggestive questions asked respondents to generate independent, personal answers. They were not given lists of names to choose between. Mathematically weighted results follow on page 3.

The 138 nominations for 1982's most respected practitioner met the test of a sociometric study, as respondents named individuals they personally respect. This might be a nearby professional or one's boss, as well as a nationally known leader of the field. As should occur in such testing, certain names rose to the top -- and, as the chart shows, all are well known. (No educators were named, since the question asked for practitioners.) Once again, the list demonstrates that national reputations are the result of writing, speaking & lecturing, & service in professional organizations.

	<u>Points</u>
CEO who combined public relations sensitivity to management decision-making (126 nominations)	
Lee Iacocca, Chrysler	86
Fletcher Byrom, Koppers*	22
J. Peter Grace, W.R. Grace	18
Geo. Weissman, Philip Morris	16
Ronald Reagan, USA	15
Reginald Jones, GE*	12
Thornton Bradshaw, RCA	12
Howard Putnam, Braniff	8
Charles Brown, AT&T	8
Wm. Agee, Bendix	8
* Now retired	

US GOV'T BACKS OFF LOBBYING CURBS -- FOR NOW; STILL ACCEPTING COMMENTS Office of Management & Budget's proposal

attempting to prevent political advocacy or lobbying by anyone receiving federal funds (pr 2/21) has been withdrawn temporarily. Revisions will be published for comment within the next few months "following further consultations with interested members of Congress & the General Accounting Office and taking into account the several thousand comments received on the original proposal. Identical proposals affecting gov't contractors were withdrawn by Dep't of Defense & General Services Administration.

In a letter to Rep. Jack Brooks of Texas, chrm of the House Gov't Operations Cmte, OMB dir David Stockman said "I'm confident that a new proposal can meaningfully address our objectives that the appropriated funds should not be used directly or indirectly to pay the expenses of those who lobby on gov't matters while meeting the criticisms of the original proposal."

	<u>Points</u>
Most respected public relations practitioners (138 nominations)	
Edward L. Bernays	52
Philip Lesly	39
Patrick Jackson*	38
Kalman Druck	16
Chester Berger	12
Harold Burson	11
J. Carroll Bateman (deceased)	8
Marshall Doswell	8
Robert Fegley	8
Robert Gray	8
Ronald Rhody	8
Gerald Voros	8
William Banach	6
Judith Bogart	6
* Since some pr subscribers were among the respondents, this rating for pr's editor must be discounted despite his many other activities in the field.	

	<u>Points</u>
Newspaper with consistently accurate & interpretative articles on significant public & social issues (39 nominations)	
Wall Street Journal	284
New York Times	163
Toronto Globe & Mail	49
Christian Science Monitor	46
Los Angeles Times	43
Washington Post	30
Chicago Tribune	25
Boston Globe	9
St. Petersburg Times	9
Milwaukee Journal	8
Miami Herald	8