

5 ORIGINAL TEACHERS OF PR RETIRING:
CUTLIP, GRISCTI, MOORE, SCOTT, SEIFERT;
WILL THEIR REPLACEMENTS MEASURE UP?

"Too many heavyweights are being harvested by the scythe of time," reflects Walt Seifert, Ohio State U. A number of the "old originals," professors who instituted pr sequences and guided curriculum, are retiring: 1) Alan Scott, UTexas/Austin; 2) Walt Griscti, USouth Florida; 3) Frazier Moore, retired in '81, UGeorgia; 4) Scott Cutlip, stepping down as dean to teach part time & work for UGeorgia pres for next 2 yrs; 5) Seifert, retiring in '84.

Cutlip ('70), Seifert ('71) & Scott ('72) were the first 3 recipients of PRSA's Distinguished Teacher award, which Griscti received in '77 & Moore in '80.

"There's a serious crisis in education. Schools are attempting to find somebody with a Ph.D. and 5-10 years professional experience who wants to work for \$15-19,000 per year," Frank Wylie, Cal State/LA, told pr. Wylie's answer to the Ph.D. requirement is to accept an equivalent amount of experience. "I think PRSA could address this subject. What is a Ph.D. equivalent practical experience?"

The professors share this concern generally. But, being good educators, there is disagreement:

¶Seifert: "Too many young Ph.D.'s have little or no pr experience. If you're running a trade school, and that's what the school of journalism is, teachers had better first be competent & proven professionals in their field. Kids can sniff out a professor who is teaching surgery and has never been a surgeon."

¶Cutlip: "The Ph.D. scholar will gradually supplant the professional, the old timer. I think that's good. PR is 83 years old in the US and it's still pretty primitive. I'd like to see it move to a research base. Bring more precision, more rigor to it."

¶Moore: "It's a question of using judgment. I'm sure there are universities that try to make the public relations faculty fit the mold of the natural sciences but it won't fit. This is what the chafe really is."

¶Griscti: "The tendency now is to try to hire at the Ph.D. level with 2-3 years teaching & 2-3 years on-the-job experience. This seems to be a good mix but an awful lot to ask from persons less than 30 years old. They haven't lived that long!"

¶Scott: "Schools won't accept experience in lieu of formal education. I think it's unfortunate. There are a lot of Ph.D.'s that aren't in an area where they really help pr. A lot get them in jurisprudence. I can't quite fathom how that will do much good in the pr sequence other than knowing about the law."

How do they view changes in subject matter since they began teaching?

¶Scott: "Significant change has been the growth & acceptance of public relations. And the development of more & more research. We draw heavily on other disciplines -- sociology, psychology, business. I think the importance of business courses to pr majors is certainly one of the big changes."

¶Cutlip: "As the field & society have grown in complexity, teaching is much more substantial than it was in the early superficial days."

¶Seifert: "Public relations hasn't changed much since I joined it in '37. It's basic mission & function haven't changed."

¶Moore: "Back in the early days it was largely publicity. Today it embraces all the social sciences. We have a much broader base from which to work."

¶Griscti: "Programs have expanded with emphasis on conceptual matters as well as sufficient hard skills to get students employable. There's a good mixture now of social sciences & business administration."

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PHILLIPS 66 GIVES NEW TWIST TO BUILDING RELATIONSHIPS WITH STUDENTS
BY CONCENTRATING ON FUTURE JOURNALISTS & PUBLIC RELATIONS PRACTITIONERS;
TASK FOR PR STAFF ACCENTUATES TREND OF AIMING AT COLLEGE AUDIENCE

Reaching out to young people is Phillips Petroleum's (Bartlesville, Okla.) way of building better relationships for tomorrow. They've been pursuing this course conventionally -- but successfully -- by sponsoring 1) AAU swimming & diving; 2) two film series, American Enterprise (seen by 56 million students) & The Search for Solutions (seen by 2.5 million students per month); 3) Distributive Education Clubs of America; 4) various Phillips Foundation awards programs; 5) several economic education activities.

Now Phillips is winding up the 2nd year of its program aimed at college students studying public relations & journalism. "This audience is a critical constituency for our industry to communicate with since they are the pr professionals, thought leaders and journalists of tomorrow," dpr Bill Adams told pr. Phillips' Public Relations Education Program (PREP) brings a "solid, longterm payoff that beats anything else." Seeds planted now will affect relationships for "at least 50 years" believes Adams.

Prior to the 1981-82 school year, Phillips sent out letters to 43 schools in its market area. Letters used "gentle sales" approach offering company's pr professionals as resources for the classroom. Visits are low-key, with emphasis placed on the organization & function of public relations within the corporation. Phillips & industry information is made available to students and "greatly appreciated" by the schools.

Preparation for a campus visit:

1. Letters offering Phillips pr staffers as "professional resources" sent to journalism/pr school deans & chairmen. Separate letters go to schools a) previously visited, b) which earlier expressed an interest, c) not previously contacted.
2. Responding professors are contacted to determine best date -- but more importantly to expand the scope by offering visits to other classes & departments. Campus-wide lecture is the ultimate.
3. With confirmation letters go samples of Phillips' annual report, brochures about operations, "Glossary" of words & phrases used in the energy industry, news releases, etc. Quantities for handouts are ordered by professor from these samples.
4. Staffer prepares presentations for each class & student org'n on the schedule. There is no "standard presentation." Common topics include business-media relationship; pr profession; role & function of corporate pr; careers in communication; critical economic & energy issues.
5. Evaluation is completed after each visit. Staffer also drops a note to the university host, which lays groundwork for future visits & participation in other projects.

Program was increased during '82-'83 school year. Letters went out to 96 colleges & universities in 38 states -- beyond their market area this time. Phillips' representative ties in speeches to service clubs & professional org's enroute -- and visits area media. "We even see the media in areas where we have no employees or sales because the local business editor may end up at the Wall Street Journal." These stops help defray the cost of the campus visit -- which is free to schools. To date, Phillips representatives have made presentations at 94 colleges & universities in 37 states, and talked with more than 24,000 students & educators.

Phillips' pr staff of 7 professionals has implemented all aspects of PREP. Occasionally execs from related dep'ts participate. Costs include occasional reprinting of company publications; and travel expenses, which are minimized by combining campus visits with other company business in the area. Next step in PREP is development of case studies to be used in conjunction with visits -- or afterwards. "It has proven an inexpensive & effective way to position Phillips interest in journalism education & public relations professionalism."

"BABY RECALL" (FOR FUN, NOT DEFECTS)
IS CREATIVE WAY TO BRING ATTENTION
& PEOPLE BACK TO HOSPITAL

To celebrate half a century of delivering babies -- and rally a little community loyalty in the bargain -- Alice Peck Day Memorial Hospital (Lebanon, NH) gathered more than 1,000 of its former newborns for "Babies Day" festival. Event was held on the hospital's front lawn -- to glean additional public awareness.

Theme proved irresistible for its initial shock value and the fun of discovering what the play on words really meant. Media and word-of-mouth coverage was outstanding. Attendees were given buttons making them "One of the Family." Hospital's baker made a cake with the message "Life Begins At Alice Peck Day."

Honored at the event were 1) the oldest baby attending (third ever born at the hospital); 2) the youngest baby (born the night before); 3) the heaviest baby; 4) the smallest; 5) the family with the most babies born at the hospital (won by a nurse with 18 children & grandchildren delivered there); 6) a nurse with 37½ years of service.

WHEN FUNDRAISING PROSPECTS DON'T RESPOND,
TRY SENDING MONEY TO THEM

The organization trying to raise money sends a shiny new dollar bill to those it is trying to raise the money from. It creates guilt ... but demands attention. And who is psychologically strong enough to throw away a crisp dollar bill -- or cheap enough to pocket it?

Accompanying letter calls attention to last year's fine response to the annual appeal -- and this year's dismal return so far. Copy reads: "I am enclosing a pledge envelope which contains a shiny new dollar bill as my inducement to call you into action! If you can do no more, at least fill in the blanks and send the envelope back. If you can spare a matching dollar or more, the fund and I will both appreciate it." Understatement -- "a matching dollar or more" -- adds to effect. But -- be sure to have post office return undeliverables!

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. IABC officers for '83-'84 are: pres, Albert Wann (C&P Telephone Companies, DC); exec vp, Myra Kruger (Towers, Perrin, Forster & Crosby, Minneapolis).

INSURANCE CLAIM PERSONNEL MAKE MORE PUBLIC IMPRESSIONS
THAN WEEKLY NEWS MAGS OR PRIME TIME TV SHOWS
BUT NEED PUBLIC RELATIONS TRAINING FROM PRACTITIONERS

"Cold, huge, rich," are some of the adjectives the insurance industry is working to overcome. One way to do that, says Steven Lesnik of Lexikon (Chi), is to train claims personnel. "They can do as much as pr departments to improve the image of the industry and to create positive relationships." Every industry has internal audiences who can fill this role.

But statistics show how potent claims staff could be. They reach more people than a prime time episode of "Dallas" or weekly ads in Time, Lesnik says. Unfortunately, in their role as "claims adjusters" they are one of the industry's leading pr problems. Lesnik suggests:

1. Provide claim personnel with practical tips for dealing with the public.

2. Make principles of pr the first training claim adjusters receive.

3. Conduct media training that convinces claim managers that shrinking from the media on the excuse of "compromising the claim" ultimately is damaging to the company's reputation.

4. Provide annual pr seminars where claim staffs can seek the advice of pr professionals.

5. Avoid assigning unreasonable caseloads that are likely to cause aggravating delays.

6. Develop claim department codes of conduct, and monitor adherence to these codes.

MANAGING EXPECTATIONS OF A KEY PUBLIC:
HOW 12 COLLEGES DO IT WITH STUDENTS

To achieve common understanding of what they expect from entering students -- and vice versa -- 12 Pennsylvania colleges joined together to publish the flyer, "What We Expect." Subtitled "A Statement on Preparing for College by the Deans," document rises above rhetoric & shibboleths so rife with this audience, approaching a major transition in their lives.

Self-mailer overtly details 7 areas of expected competencies in: 1) the arts, 2) English language, 3) foreign languages, 4) history, 5) literature, 6) math, 7) science. Students are forewarned: "We do not believe our colleges should be expected to provide general remedial work...." Colleges are Dickinson, Bryn Mawr, Bucknell, Allegheny, Haverford, Chatham, Lehigh, Lafayette, Gettysburg, Franklin & Marshall, Carnegie-Mellon, Swarthmore. 22,000 have been distributed to secondary school leaders, parents, students & media people. Response is described as "extensive & favorable." (For copy, write Bruce Holran, dpr, Franklin & Marshall, Lancaster, Pa. 17604.)

Of related interest: Some phone companies offer training on phone skills, usually at your location. Surprisingly, New England Telephone dropped their pioneering course as "too expensive" -- tho new competition may bring many such services to customers. If not, here's a new training market for practitioners.

7. Establish a claimants' bill of rights, and communicate those rights to claimants at the time a claim is initiated.

8. Individualize the claim process as much as possible by personalizing written and oral communications with claimants.