

cate the public about the idea of risk: "The fact remains that the public is still unaware of the basic points -- that all life involves some risk, that there is risk in nature, that eliminating risk costs money, and that risk elimination eventually reaches a point of diminishing returns."

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¶Success isn't solely dependent on technical skills, education, knowledge of subject, experience, research or previous successes, says Mike McCaffrey, pres of his own firm that specializes in developing & applying marketing & selling concepts in business. "Technical competence is one game. Marketing and selling is another. The differences between these two areas distinguish qualified people who are not successful from those who have similar qualifications and are extremely successful." He discusses this in "how-to" form in his new book, Personal Marketing Strategies: How to Sell Yourself, Your Ideas, & Your Services.

Part 1, The Marketing Game, tells how you can get up to bat more often. Part 2, The Selling Game, tells how to get a hit when you get up to bat. Part 3, The Most Important Game: You, deals with attitudes, comfort levels & self-image. Its aim is to help you enjoy & be comfortable with marketing & selling. Appendices include: a) 2 interviews with professionals who use the marketing & selling techniques; 2) answers to 20 most-often-asked questions; 3) 2 articles, 1 by & 1 about the author, illustrating 2 public image-creating activities; 4) sample letters that get action; 5) bibliography. (\$11.95 from Prentice-Hall, Englewood Cliffs, NJ 07632)

¶Improvement of news gathering & reporting techniques can be enhanced by professionals and the organizations they represent -- by contributing to National Public Radio and its local affiliate stations. NPR's fiscal problems, and the resignation of pres Frank Mankiewicz, have been well publicized. (Mankiewicz joined Gray Public Relations in DC as exec vp.) But no one has sounded the call to send money so such outstanding news & analysis features as "All Things Considered" and "Morning Edition" can continue to demonstrate what balanced, civilized, probing, in-depth reporting is. (To support the national network, send contribution to Jane Couch, vp-dev'l, NPR, 2025 M St. NW, Wash DC 20036)

¶Procedural changes in Congress -- most of them unplanned -- have dramatically changed the techniques needed to be heard in the legislative process, writes an anonymous top Congressional staffer in the 1983 Public Affairs Review. What's happening: 1) fewer laws are being passed; 2) but they are longer pieces of legislation, more detailed or broader ranging; 3) amendments to bills have risen substantially; 4) fewer committee hearings are being held; 5) budget bills are the center of attention, thanks to the 1974 Congressional Budget Act; 6) the result is fewer opportunities to influence the legislative process; 7) and lead time for following bills & lobbying on them has been greatly reduced -- often to a few days or even hours. "Reliance on massive spending bills, packaging of many divergent policy changes in one huge bill, has reached the point that a large share of the legislative action is now a result of a handful of omnibus bills." To deal with this, policies must be sold to the voters at grassroots, not to power brokers in the hallways. (\$20, \$15 for members & nonprofit org'ns, from Public Affairs Council, 1220 16th St NW, Wash DC 20036)

¶DIED. John D'Addieco, 50, dir comms, Boston Gas. A 24-yr veteran of the public relations profession.

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HOW WILLIAMSBURG HELD A HUGE, POTENTIALLY EXPLOSIVE SPECIAL EVENT
IN A WAY THAT ACHIEVED ITS OWN PUBLIC RELATIONS OBJECTIVES

Special events are a challenge for practitioners in all areas -- from planning health fairs to trade shows, promotional events, press conferences, receptions. Making sure everything & everybody operates according to plan is worrisome. Witness the abundance of "disasters" that can occur as described in Murphy's Law At Meetings (t&t 1/25/82 & 2/1/82). With that in mind, Colonial Williamsburg (CW) undertook the mammoth logistical task of hosting the Summit of Industrialized Nations held May 28-30.

While there was tremendous "opportunity for name recognition & public awareness," there was also risk. The solution, as explained by Norm Beatty, vp-media & gov't rels, "Literally, nothing was left to chance."

"There were probably more foreign dignitaries in this country than have ever been here before, except maybe for John Kennedy's funeral or at the UN. Just handling those dignitaries & their needs was tremendous," Al Louer, dir press bureau, told prr. Security plan was "one of the most complicated in recent history." With the amount of publicity the conference would generate, if something went wrong public awareness might be of "Williamsburg, the site of this horrendous disaster of a conference." That occurred at the Winter Olympics when poor preparations at Lake Placid received as much discussion as the games.

Colonial Williamsburg's objective was to "maximize national & international media coverage to heighten awareness of Colonial Williamsburg among many publics resulting in increased attendance & conference business." The difficulty was to separate the site of the Summit from the discussions there. "We had no input or tie to the substance of the conference. But we did have control over how it was run." End result was "we got outstanding coverage for the event & for Williamsburg without affecting public expectations about the outcome of the Summit."

Beatty represented CW on the White House Summit Task Force. He describes the intensity of fail-safe planning that went into the event:

1) Three dress rehearsals, complete with helicopters landing on Market Square Green, stand-ins playing world leaders riding in horse-drawn carriages, and 21-gun salutes on Palace Green, were held. 2) Two "countdown" meetings were held every week at which each event was talked thru with the aid of diagrams of buildings & rooms. 3) During the final week, "timeline" meetings took two full days where the time to set up and remove furniture, tents, platforms, food service equipment, and a thousand other items were reviewed.



Numerous Publics
Need Attention

1. Community: Used the city council & public officials as well as schools & service clubs as focus groups. "A real community spirit developed to support the Summit."

2. Visitors: Warned potential travellers thru AAA and the travel press not to come during Summit dates. "It paid off because only about 100 people/day came thru our information center as opposed to our normal 5000/day." Guided visitors to other attractions in the area. After the Summit "it was like the spigot was turned on. Paid, ticketed people are running 10% ahead of last year."

3. Media: "We tried to be aware & take into account the local media as a major conduit." Provided extensive background materials to local, national & international press. Orientation trips offered thru USIA & foreign press centers in DC & NY introduced many foreign press people to CW.

4. Employees: Personnel relations dep't created a special communications plan to keep 3,000 employees up to date on all decisions and changes. A Summit hotline was available.

5. Area hotel/motel owners: Most of the town's 6,000 hotel & motel rooms were needed for participants & media. Owners' cooperation to hold rooms open (at one point for 5 different dates) was critical.

6. Local gov't: Coordination for security, transportation, etc. was needed.

Advantages Remain
After Summit Ends

1) "One of the big advantages was the international coverage we received." 2) "We got probably 5 years worth of media contacts in 4 days. That has tremendous long-term value."

3) From the satellite transmission produced for the Summit came "a great interest in our a-v materials, introducing them to a wider audience." 4) CW's pr dep't moved from film format to videotape with the production of a videoclip. "This moved us into doing a more contemporary kind of production. A lot of material got produced that we've needed for a long time." 5) Followed up Summit with an advertising program emphasizing CW's ability to handle conferences: "If we could handle the Summit, we can handle your meeting." It's getting good response.

DIPLOMACY - PUBLIC RELATIONS LINK GROWS TIGHTER
AS REAGAN NAMES CENTRAL AMERICA PANEL
TO UNDERTAKE BASICALLY A PUBLIC RELATIONS TASK

12-member Nat'l Bipartisan Commission on Central America was formed to achieve public consensus on US policy toward that region.

But no one with specific public relations expertise was appointed. Some members, like Henry Kissinger & BostonU pres. John Silber, are notorious for outraging stakeholders in issues rather than uniting them.

Most commentators view the body as "a sales gimmick" -- in the words of one headline writer -- for present policy. Said NYTimes' news analysis, "Reagan acknowledged that a dramatic step was needed to rescue his military policies in the region from rejection by the Congress & the public." A senior administration official was quoted, "On the present course, we are

Will a public relations professional be appointed to counsel the bipartisan Presidential commission on Central America? "The State Dep't is in the process of developing staff needs now. We don't know if one will be appointed. It's still under discussion," the White House told prr.

certain to lose." But Christian Science Monitor emphasized Reagan's previous success with such commissions, to tackle social security & the MX.

Why is the tactic useful? Themes & appeals to publics, advises Edw. L. Bernays, must be validated. He identifies 5 methods of validation: 1) authority, 2) factual evidence, 3) reason, 4) persuasion & 5) tradition. The Commission itself embodies validation technique #1, and it will doubtless employ some or all of the other 4 in attempting to win public consent on Latin America. As noted here previously, diplomacy is public relations. (For copy of ELB's methods, which appeared as a t&t 11/24/80, write prr.)

ITEMS OF CONCERN TO PROFESSIONALS

¶US population was 232,057,000 a year ago, according to a new study by the Census Bureau. That's an increase of 5 million since the last head count in 1980. Other statistics show: a) nat'l median age has climbed to 30.6 from 30 in '80, 30.3 in '81; b) there are 32,000 people in the US 100 yrs old or older and 3/4 are women; c) fastest-growing group is now 35 - 44, numbering more than 28 million; d) second in growth is the over-85 age group -- 2.4 million -- as longer life spans add to their numbers.

¶Planning has begun for the 1990 census. If you're a census data user, Bureau wants your suggestions. Several goals have already been formulated: 1) continued high coverage of population & housing thruout the US & within specific groups; 2) more timely release of data; 3) cost-effectiveness. Bureau is adopting a more flexible approach than was used in '80. It's avoiding premature choices concerning how the data will be collected & processed. Various alternatives will be tested before deciding what methodologies to use. Final decisions won't be made until 1986. Send suggestions to any of the Bureau's 12 regional offices or to Chief, Decennial Census Planning Div, Bureau of the Census, Wash, DC 20233. For a free perspective on 1990 census planning, write GAO, Document Handling & Info Services Facility, P.O. Box 6015, Gaithersburg, Md 20760.

¶Vital Statistics: (pr doesn't run "bright items" or "vital statistics," but if we did, this is how they might read) Kenneth Owler Smith, APR, and Patricia Ann Smith, APR, happily announce the arrival on Easter Sunday of seven American Kennel Club registered Golden Retriever puppies born to PRudence Sallyforth, who was presented to Dr. Smith by the board of directors of PRSA in 1977 at the conclusion of the University of Southern California professor's term as national PRSA president -- probably the most unusual gift ever given an outgoing president.

¶The next 3 to 4 yrs will see a reduced need for printing large volumes of materials, predicts Andrew Whinston, economics & mgmt prof, Purdue. "I see the business of printing really transformed into the business of producing software that will be sold to the end user." Printing magazines or catalogs will become obsolete because information changes and people want it updated. With the proliferation of computers, people will find an information overload and will want selected retrieval, reports NAGC's Communicator.

¶Chemical industry wants to reduce public fears, and is urging scientists to communicate more with the media & the public. "In an atmosphere like that of Times Beach, or Love Canal, or Three Mile Island, what has generally been missing is the voice of the calm, responsible scientist," Richard Tucker, pres, Mobil Diversified Businesses, points out. He's urging the chemical industry to 1) open up dialogue with public interest groups, bridging the gaps that exist between the two. And 2) edu-