

are the same rankings as '84 (pr 12/17/84). PRSA & ORC cooperate in the annual survey.

Differences show up in topics rated "poor." "Using their influence to prevent the flow of illegal drugs into the US" tops the list for all but DC "thought leaders," who rank it 17th. Top of their list is "Paying a fair share of the public tax," which ranks between 10-15 for the other groups.

"Thought leaders" category includes US Senators & Representatives, legislative aides, exec & regulatory officials, union & public-interest-group leaders, journalists. Note number of issues where business could work with education, healthcare, nonprofit sector. Also how many topics may best be approached by trade ass'ns.

DEMOGRAPHICS, BASIC RESEARCH SEGMENT  
CAN NOW OFFER MORE SERVICES, PRODUCTS

The demographic data industry is in the midst of a revolution with the introduction of mass storage optical disks & laser readers. One side of a 4.7-inch compact disk can hold 300,000 pages of data. If you could hold that in your hands, it would tower 80 feet over your head, reports American Demographics.

Industry came into existence when the Census Bureau computerized the '70 census. Data companies began offering updated small-area statistics for industrial site selection, clusters for direct mail & advertising, maps for sales analysis. 10 yrs ago the industry grossed \$5 million. Today, \$30-\$50 million. Future growth is in processing and analysis of the data.

Practitioners now have a menu of audience targeting, sociographic profiles, consulting & other services available. 2-part directory of companies, products & services is in June & July issues of American Demographics. (P.O. Box 68, Ithaca, NY 14851; \$5 each)

USEFUL ITEMS FOR PRACTITIONERS

Foreigners have a keen eye for propaganda. Therefore, international relations are bettered when Americans portray America objectively, says Edward Griffin, chrm of a UMinn American culture course for foreign teachers. "An honest, frank attempt to make sense of America wins friends," he finds. One of the attendees writes of the instructors, "They were by no means trying to sell America to us...and this is probably the greatest asset this course has. It is not propaganda and I suppose that is why I came away having fallen in love with the country." A particularly useful note for all who practice international relations.

Have you seen the Old English computer type some direct mailers are using? It does get attention, looks rich & important. Especially when mailing is an invitation to join an org'n, enclosed materials use same type face. Republican Senatorial Inner Circle used it. One recipient noted the type suggests the Middle Ages -- an overlooked message strategy consideration?

WHO'S WHO IN PUBLIC RELATIONS

HONORS. John Budd Jr. (vp-external rels, Emhart, Farmington, Ct.) named to futures task force for Ct's system

of higher education... Stanley Scott (vp & dir corp afrs, Philip Morris, NYC) appointed to President's Commission on White House Fellowships.

# pr reporter

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WHEN PONDERING WHICH MEDIA TO PURSUE WITH STORY IDEAS  
DO WE EVALUATE THEM OBJECTIVELY? IS NYTIMES BETTER THAN THE PULPS?

Are we snobbish about our decisions? Is appearing in Penthouse or Playgirl valuable? Or embarrassing? How about Cosmo? Take People magazine for example: "There's an undercurrent that regards this as lightweight stuff," admits David Chandler, a Pulitzer-Prize winning journalist who writes for the mag. But "apart from its cover, it's very solid."

The public seems to love People's brand of celebrity news. "It might be one of our greatest guilty pleasures." The mag writes about "everything that has to do with fascinating individuals," explains Hal Wingo, ass't managing/news editor. "They run the gamut of what people in Kansas City and Newark, NJ would find interesting and find some reason to relate to."

The sheer numbers to be reached should make these publications appealing to publicists. And often the readers can't be reached -- or reached as well -- any other way. Practitioners who have studied the situation offer advice:

Developing "Among the health  
A Relationship agencies, we were pioneers in dealing with the National Enquirer. Almost on a weekly basis it was running sensational stories about arthritis and raising false hopes. I recommended to our medical director that rather than picking up the pieces after the fact, we work with the National Enquirer before the story comes out. We met with the publication's owner and he agreed to our proposition," Peter Mathon, group vp-pr, Arthritis Foundation (Atlanta), told prr. Relationship began Dec '81.

Is Playboy on your media list? "We're widely respected in literary circles. The pictorial section is separate from our editorial copy," explains Terri Tomcisin, pr coord for Playboy Enterprises (Chi). While its readers are primarily men, it reaches women, too. Consider this audience profile:

- 15,122,000 total readers
- 11,925,000 men
- 3,197,000 women
- 31.7 yrs - median age of average reader
- \$30,887 - median household income
- \$21,545 - median individual income

Now arthritis stories are developed in conjunction with AF. It recommends people to be interviewed. Once stories are written, they are read over the phone to AF's medical director for accuracy. "Because this has worked so well, the National Enquirer has made similar arrangements with the American Heart Ass'n & the American Cancer Society."



Bottom line is the beneficiaries -- the 18 million people who read the weekly tabloid. "That's why we work with them. It reaches people who might not get medical information anywhere else." Doctors report that patients talk to them about a problem because they read about it there. Some doctors clip the stories & tack them on bulletin boards for this purpose.

Larry Joyce, vp-comms, American Heart Ass'n (Dallas), feels it's a way of reaching "an important part of our audience. Information the National Enquirer has used has been factual and written in a style specifically addressed to its readers. Not everyone reads the New England Journal of Medicine. But a heck of a lot of people read the National Enquirer. The value far outweighs any disadvantages. I'm not going to discriminate against any medium that has a legitimate interest in carrying stories that are in the public interest."

The turnaround from sensational to factual stories on arthritis prompted AF to give the Enquirer an award for improved coverage. "We took some criticism from other media for that. But our responsibility is not to judge which media to use, rather to be responsible to our constituents -- in this case, people with arthritis."

Advice On Working With Pulp Mags, Tabloids Tabloids have a reputation, says Mathon. He suggests: 1) Practitioners have to overcome their own prejudices about this medium. 2) Overcome their organizations' prejudices. 3) Earn your credibility with them just like with other media. "With the National Enquirer it's more of a 2-way street because it's also earning its credibility with us. It's almost easier as a pr practitioner to work with the National Enquirer because it's a lot more willing to work with you."

Larry Joyce adds: 4) Establish firm groundrules in terms of accuracy. "You've got to expect that things might be misinterpreted. Approach with caution. Since its reporters aren't necessarily health & science reporters, they need to be very conscientious about checking facts. It's clear to us that the National Enquirer wants to provide its readers with material that has some redeeming social value."

AS POPULATION AGES, SO DO CELEBS; HERE'S A LIST OF 'EM IN THEIR 50s For calling attention to a subject, celebrities have great value -- e.g., President Reagan & colorectal cancer, Rock Hudson & AIDS, Jerry Lewis & Muscular Dystrophy. One subject many celebrities are lending their names to without any organized effort is the aging of America. Many have hit or gone beyond the 50 mark and don't mind saying so. They join 60.2 million Americans (26%) who are over 50.

Dr. Charles Longino, UMiami sociologist says, "It's beginning to look as though old people in America are getting younger." Especially when you look at the faces (& physiques) of many of our celebrities. Consider these notables turning 50 this year:

- Luciano Pavarotti Steve Lawrence Gene Wilder John Denver
Jerry Lee Lewis Lee Remick Frank Robinson Bobby Vinton
Julie Andrews David Hartman Geraldine Ferraro Loretta Lynn
Woody Allen Sandy Koufax A.J. Foyt Gloria Steinem
Phil Donahue Johnny Mathis Little Richard
Diahan Carroll Robert Conrad Herb Alpert
Paul Hornung Richard Chamberlain Lou Rawls

STUDY SAYS CORPORATIONS SHOULD DO MORE ON DRUGS, HUMAN RIGHTS, WASTES, RETRAINING

In rating corporate performance on social, economic & political issues, Washington "thought leaders" see many things differently from accredited PRSA members & company execs.

On what Corporate America is doing well there is general agreement. Top 3 issues given "excellent" or "good" ranking by all 4 groups are: 1) protecting the health & safety of employees; 2) managing the assets of pension funds in a responsible manner; 3) supporting nonprofit org'ns (health, welfare, the arts, etc.). These

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APPRAISAL OF CORPORATE PERFORMANCE: WHERE BUSINESS HAS WORK TO DO

Table with 5 columns: Issues, % Rating Business' Performance "Poor" (Ranking), PR Execs (723), Execs In Major Cos (538), Execs In Mid-Size Cos (517), DC "Thought-Leaders" (102). Rows include issues like 'Using their influence to prevent flow of illegal drugs into US', 'Standing up for human rights in other countries', etc.