

2. "Global thinking...places a very high premium on networking. Nobody can be everywhere at once. Nobody can afford a facility in every market."

3. Agency-of-record is giving way to "agency-for-a-reason." Clients retain multiple firms for multiple purposes, and that may include ad agencies, pr firms, sales promo companies, research houses, etc.

4. "The heat to justify our existence in terms of tangible results is going to do nothing but increase. Because what we do is so poorly defined and because there is little advance work done to agree on reasonable expectations, pr is at a disadvantage to adv'g."

5. "We are in the business of enhancing trust. That is such a simple, such a fundamental concept that it is tempting to dismiss it out-of-hand. Please don't do that. Think about it. Let me say it one more time: the only objective of a communications program is to enhance trust -- trust in a product, a service, the integrity of a company, its quality & service."

"Ours is not the job to do all things, but rather to know how to get things done. Let me repeat that. You & I cannot possibly do everything, but we must know how to get it done. I am a networking junkie. There is hardly a place in the Free World where I cannot get something done or find out a piece of information. In that process I have not only enriched my company's bankroll, but my personal life as well." -- Davis Young

PROMO NEWSLETTER FOR FIRMS  
COULD BE SYNDICATED: INTERESTED?

Time spent reading to keep up with events, spot trends, forecast the future's effect is a major activity for practitioners. "We

subscribe to a grundle of publications. My staff & I go thru them pulling out information for our wide variety of clients. Then we decided as long as we're going thru these publications, we ought to do something with the info," Gwen Cundick, sr partner, Stephen H. Coltrin & Assocs told prr.

Result is a well-designed, useful b&w newsletter called Public Relations Update. It encapsulates useful items giving source, date & author. Masthead carries photo of firm's chrm, address & phone, pubn's title. 2-yr old newsletter is used as a way of "communicating with our clients, with media contacts" and others the firm wants to build relationships with.

Newsletter could easily work as a promo for other firms. Simple switch of photo, firm name & address would do it. Tho not presently being used in that way, Cundick says they would consider it. (Write her at 17 E. 45th, Ste. 608, NYC 10017; 212/490-7707)

WHO'S WHO IN PUBLIC RELATIONS

ELECTED. Public Affairs Council's 1986 ofcrs: chrm, Malcolm ("Mac") MacKillop (sr vp, corp rels, Pacific Gas & Electric, SF); chrm-elect, Henry Lartigue Jr. (mpa, Exxon, Houston); newly-elected vice chrm, L.D. ("Dandy") Witty (dir pa & pr, Pitney Bowes, Stamford), Forrest Coffey (vp gov't

afrs, Boeing, Seattle); re-elected vice chrm, A. Sherburne Hart, vp-pa, Union Carbide, Danbury), Walter Morris (vp-pa, Chevron, SF); re-elected treas, Wilson Wyatt Jr. (vp pub policy, BATUS, DC)

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POLLING (AS A SALES TOOL), PUBLIC PARTICIPATION, STRONG MESSAGES  
GET TEXAS LAWMAKERS TO REPEAL BLUE LAWS -- IN ONLY 6 MONTHS;  
800 NUMBER ATTACHED TO COMPUTER MOVES THOUSANDS TO ACT

PA  
Course

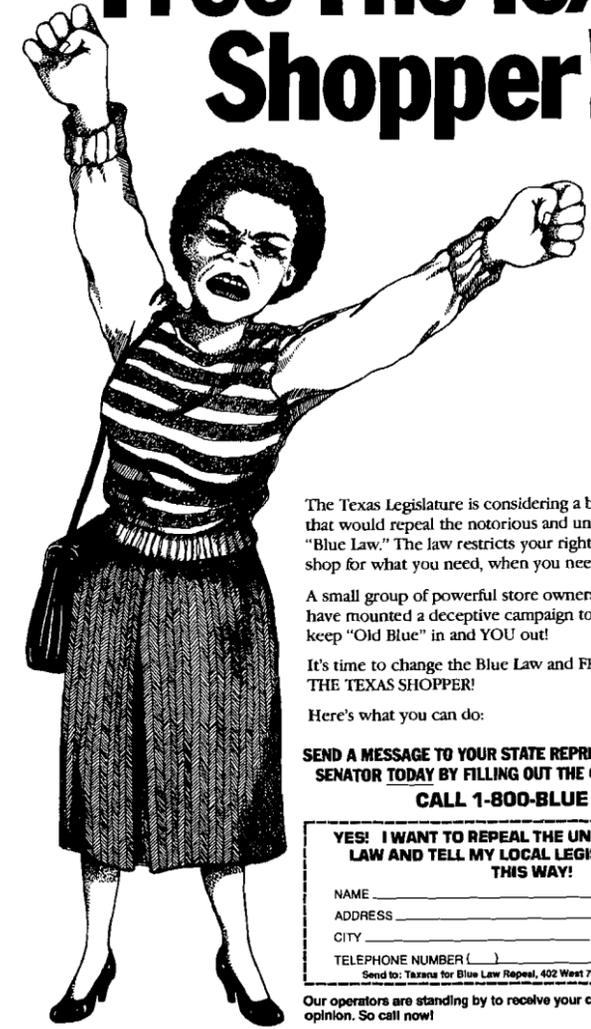
For 20 years there have been attempts to change the law that prevents Sunday shopping. Opposition was strong among non-chain stores, large department stores, car dealers, church groups. While repeal would mean an increase in sales for retailers favoring it, loss of customers angered by the campaign was a risk. "We didn't want to alienate anybody. We had to be very careful not to rile those who legitimately felt the law should be kept on the books," George Hite, vp-pub & cons afrs, Target Stores (Mpls), told prr.

Use Polling To Document Results

Armed with research showing 2 of 3 Texans wanted the law repealed, coalition of like-minded retailers was formed -- Texans for Blue Law Repeal. Included were Target, K-Mart, Zales. Coalition embarked on a \$1/2 million pr campaign. First task was to test the myths 1) that people who live

It's time for "Old Blue" to go . . .

# Free The Texas Shopper!



The Texas Legislature is considering a bill that would repeal the notorious and unfair "Blue Law." The law restricts your rights to shop for what you need, when you need it.

A small group of powerful store owners have mounted a deceptive campaign to keep "Old Blue" in and YOU out!

It's time to change the Blue Law and FREE THE TEXAS SHOPPER!

Here's what you can do:

SEND A MESSAGE TO YOUR STATE REPRESENTATIVE AND STATE SENATOR TODAY BY FILLING OUT THE COUPON OR CALLING CALL 1-800-BLUE LAW!

YES! I WANT TO REPEAL THE UNFAIR TEXAS BLUE LAW AND TELL MY LOCAL LEGISLATORS I FEEL THIS WAY!

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZIP \_\_\_\_\_  
TELEPHONE NUMBER ( ) \_\_\_\_\_

Send to: Texans for Blue Law Repeal, 402 West 7th, Austin, Texas 78701

Our operators are standing by to receive your call and to register your opinion. So call now!

# 1-800-BLUE LAW!

Comma

Trade Magazines



outside metro areas opposed repeal and 2) that law was strongly favored by church groups & fundamentalists.

They sought people's reasons for favoring repeal -- was a change in lifestyle going on in Texas that would show support for repeal? Local firm, Grassroots Texas (Austin), did the polling. "We found support even stronger than we'd initially anticipated. It was broadbased -- including substantial support in rural areas and among fundamentalist groups." Polling was specific enough to determine how each legislative district felt. These results were made available to legislators. "That was an important part of our effort."

Also To Refute Charge used by the opposition -- who also spent \$1/2 million, according to newspaper reports -- was that out-of-state companies were trying to change Texas lifestyle & overturn local values. "In our case, Target has been in Texas for 16 years and feels as much a part of the state as others do. Also, our polling indicated their claim wasn't accurate. It was Texans who wanted the law repealed -- not just retailers. We had it all documented and got it to the right people at the right time."

Good Corporate Citizenship Helps Decision was made to "run a very straight forward, honest, open, no low-blow kind of campaign so nobody could take a shot at us. We worked hard to run a positive campaign, presenting our point of view without throwing rocks at the other side." Retailers stressed their solid reputations in the communities, their support of local non-profit agencies, their solid business operations (representing large share of total retail business in the state) and the large number of people working for them.

"Don't be afraid of a high risk pr campaign," advises Hite, referring to the ads coalition ran (see front page). "It's not the kind of ad retailers generally do. We're much more laid-back in our approach. A few of us flinched when we saw its strong dose of medicine -- to go after these people hard and get them roused up. We were sympathetic with the idea but the technique wasn't one we would have generated. But it clearly worked."

Moving Thousands To Action Via Computer Next task was to convert expressed support to active support. Newspaper ads were run strongly advocating action (see front page). Same ad was used as a bag stuffer in Target stores. It provided a clip-out piece to send to legislators, as well as an 800 number to call. Computer operation at other end gathered personal info from callers. Also read a statement and requested permission to send it to each caller's legislator over that person's name. "We gathered 60-80 thousand people in our system. When the vote was being taken, if a legislator wavered, we could call these folks and suggest they contact their legislators. We had a wonderful bank of people who we knew wanted to repeal the blue law and were willing to do something about it."

Defuse Opposition Texas Automotive Dealers -- effective lobbyists with a long track record of political support for candidates -- was a powerful force to be up against. "We needed to devise a strategy that would remove them from the equation. Our bill, as it was finally adopted, excluded them. They would remain closed on Sundays. They were then standing on the sidelines, no longer in the battle."

Texas senate requires 2/3rds majority to have a matter put on the docket for vote. Once on the docket, it needs only a simple majority to pass. "Real test was to get those opposed to it to agree there was sufficient interest & support for it to allow it to be considered." Documented research & contacts from people in their districts spoke loudly to legislators. "We went into this thinking it might take two legislative sessions -- extending thru 1987. But we did it in one. The whole campaign took 6 months."

4A's SEMINAR REVEALS WHERE AD GANG IS IN UNDERSTANDING OF PR (PUBLICITY)

"Be sure your best media contacts are nur-tured. This includes 1) tips or suggestions on stories that are unrelated to your client or organization; 2) complimentary letters

that are deserved on superior journalistic efforts, with a copy to the person's boss; 3) carefully worded sincere note of gratitude when your organization has benefited from positive press. This is just good public relations. Incredible as it seems, few take the time to follow thru on such basics," George Lazarus told attendees at American Ass'n of Advertising Agencies' 3rd annual pr seminar. His adv'g column appears in Chi Tribune, Ad Week, NY Daily News. He offered them these points for developing media relationships:

DO...

DON'T...

1. treat a reporter as an equal.
2. be prepared with facts & statistics.
3. give answers that leave no room for suspicion or doubt.
4. get back to a newsperson if you said you would.
5. say "I don't know" if that's the case.
6. talk with the media during tough times. You'll gain respect & higher credibility during good times.
7. be accessible. That's the key -- the open door, not the stone wall.
8. realize that you can't talk on an important matter and then expect the reporter not to use it.

1. push a story that isn't a story -- pure fluff or puff.
2. fail to return phone calls from the media.
3. call to see if the newsperson has received a release or kit.
4. fail to condense or highlight speech material -- making it easier to evaluate newsworthiness.
5. ask when the story will be used.
6. send poorly or sloppily prepared releases, or ones with no contact or phone number.
7. refuse to take "no" for an answer when a reporter turns down your story idea.
8. call at deadline time.

AD CLUB SPEECH BY PR COUNSELOR SHOWS HOW PR SEES ITSELF

Ex-chrn of PRSA Counselors Academy Davis Young (Young-Liggett, Cleveland) spotlights these trends: 1) Growing acceptance for the importance of pr by mgmt. Indicators everywhere, including a survey of counselors he did.

PR: Prof. Trends