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SEVEN REASONS FOR A LOGO/SYMBOL CHANGE

Sara Lee Corporation

1. Company has changed its name -- for whatever reason -- so the design has to change too.



SARA LEE CORPORATION

Pontiac

2. The existing symbol has for some reason become controversial.



RCA

3. The existing design has grown obsolete in meaning or content.



RCA

Texaco

4. The design itself has grown obsolete, appearing dated, old-fashioned.



Citicorp

5. Perhaps the existing symbol created technical problems, for example in being too delicate to reproduce well.



AT&T

6. Rarely, there is a legal requirement to change the symbol.



Sun Corporation

7. Many symbol changes take place because mgmt wishes to signal a change in corporate direction, culture or marketing strategy.



-- Anspach Grossman Portugal (NYC)

# pr reporter

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"HEALTH HYPE" + EXAGGERATED STATISTICS ON MISSING CHILDREN  
SPOTLIGHT A PROBLEM: HOW TO BALANCE GAINING PUBLIC ATTENTION  
WITH BACKLASH OR BOREDOM AT OVERSTATED CASES?

*PR: General*

1. The public loves bad news & sensationalism, studies show.
2. So it is emphasized by media, politicians & opinion leaders who set the agenda at cocktail parties & around the water cooler -- where the real flow of influence occurs.
3. If the subject is need-to-know -- things that affect our daily living -- rather than just nice-to-know, the bad news can be powerful.

"Hyping health is like hyping anything -- the undramatic made to appear dramatic. The cholesterol study is a textbook example, a badly flawed research effort that rode to prominence on the horse called Hype," writes a physician in Republic magazine. (For a copy of his article, write pr.) The problem is a reporting device called relative risk. Researchers compute the difference between a control group that did or didn't eat something or do something and the general population.

In a food poisoning study, e.g., it was claimed the risk was <sup>2 times</sup> 158 times greater to consume one form of food vs. another. Public health officials issued dire warnings. But looking at the actual occurrences of this type of food poisoning in the first place, only 3 people in a million contract it. Thus, even if the relative

*Publicity*  
*Healthcare*  
*Social Justice*

"What's the harm in using a little Madison Avenue terminology in reporting health 'hazards'? It gets people's attention. It really can't hurt anyone. But it can.

"I can think of at least two dangers. First, if exaggeration becomes standard procedure in reporting medical research, eventually no one will be able to distinguish real threats from health hype. Overstated claims can be announced only so many times before all health reports begin to elicit yawning responses. (In fact, the time may have already arrived.)"

The Twentieth Century Fund recently commissioned a report, "Science in the Streets," which attacks medical researchers who "make sweeping judgments on the basis of incomplete, and hence inadequate, data." The report suggests researchers overemphasize personal views and sometimes neglect or even suppress contradictory evidence.

The chairman of the study group blasted journalists. He called their reporting often "mindless," suggests special training in analyzing research data. "Journalists do appear uncharacteristically submissive when it comes to health reporting, their critical questioning skills somewhat sedated."

*Public Research*



risk is 158 <sup>or 4 times</sup> ~~times~~ greater, that still means only 5 in <sup>10,000</sup> ~~a million~~ would get it. This actual risk is reality; relative risk is hype.

In the cholesterol studies, the statement made was: "There can no longer be any doubt that cholesterol causes heart disease." But the actual findings, writes the doctor, tell a different story: "In the group treated with (a certain drug) 8.1% came down with heart disease as compared to 9.8% of the control group, a difference of 1.7% over a period of 7-10 years. That's it. Translated, this means if you are a middle-aged man with high cholesterol and you take an expensive (\$150/month), awful-tasting drug 6 times a day for many years, you stand to lessen your chances of heart disease by 1.7%."

The other questionable technique is overgeneralization. Narrow research findings get stretched so they appear universal. Studies on salt as a contributor to high blood pressure are one example. The 10-15% who are genetically predisposed to hypertension may have trouble with salt. But the 85-90% majority aren't involved.

"The Truth About Missing Kids" That's the headline in Sunday's Denver Post, kicking off an investigation of the "national paranoia" & "epidemic of fear" current on this subject. 50,000 children abducted by strangers each year is the widely circulated figure, put out by organizations & companies working on the problem. Child Find, the oldest such organization, used that number until last year; now feels "there's a tremendous scare on." It says the figure is less than 600.

While one kidnapped child is too many, psychologists fear the affect of overstatement on children's psyches -- & on parents'. "The vast majority of missing children are runaways, but that's not the problem the media's been addressing," Jim Oleson, director of a runaway shelter, told the Post. "Society can accept there's someone terrible out there taking all these children. The fact that the problem is in the family, in the home, well, that's more than they can face."

Says an official of the US Justice Department: "The publicity has made a lot of people aware that children are at risk, but it could go too far.... What shouldn't happen is to raise children's anxiety levels to the point they don't trust adults."

Part of the problem is how crime statistics are kept. All missing kids may be lumped. But 95% are runaways, many of whom return home within hours. 4% are abducted by a parent. Only 1% are kidnapped, according to FBI & law enforcement agencies.

Another common perception is that children who are murdered are the kidnapped ones. In fact, of 897 child murders in '83 (latest available data), the great majority were killed by relatives or acquaintances, not strangers.

As usual, public attention became focused on the problem thru two dramatic events -- the Atlanta murders & John Walsh's brave campaign for legislation after his 6-year-old was abducted & killed. In testimony to Congress, Walsh said 1.5 million kids are reported missing each year and "we don't have clues to what happened to over 50,000 of them." Child Find believes the figure "was pulled out of a hat."

NASCENT LATIN AMERICAN READERSHIP STUDY FINDS ENGLISH AN IMPORTANT LANGUAGE THERE

For those with marketing interests in Latin America, Starch INRA Hooper recently undertook a pilot media-readership study in Mexico, Venezuela, Argentina & Brazil. It found an impressive 60% of the sample can read English. There seems to be little difference in the average time spent reading English & local-language publications. However, Venezuela & Mexico appear to be more receptive to English-language pub'ns than Argentina & Brazil.

Interviews were designed as an experimental study with 5 principal objectives: 1) test readership measurement techniques, 2) develop screening methodology & criteria, 3) establish sampling procedures, 4) pretest media/marketing questionnaires, 5) determine interview completion rates. Findings are indicative rather than definitive.

789 upscale males 25 years & older were interviewed. Each interview lasted about 50 minutes. Most respondents were forthcoming, balking only when it came to discussing their personal income. Encouraged by initial results, research firm believes only a minimum of "fine tuning" will be required to put such readership studies on an ongoing basis.

ANNUAL REPORT STUDY SHOWS DIFFICULTY OF THE PROJECT

80% of annual reports are primarily written for the existing shareholder constituency; 60% for institutional audiences; 48%, potential investors; 22%, employees; 20%, customers; 12, general public. That's the breakdown from a survey of PRSA Investor Relations Section members. Survey's 18% response rate isn't sufficient to draw specific conclusions, but is adequate for pointing out trends & guidelines of the AR process. Two other surprising findings:

¶Half of the ARs are reviewed by the board of directors, with a third reviewing the entire pub'n, not just the financials. This can create horrendous production & timing problems, particularly if the board review meeting comes shortly before the AR is to be finalized.

¶Nearly half had 2 blue-line revisions. 23% had 1. 2.6% had 20! (Copy of monograph from Isabelle Sanders, PRSA, 845 3rd Ave, NYC 10022; \$25 for non-members.)

USEFUL ITEMS FOR PRACTITIONERS

¶Manual offers guidelines for dealing with the media -- basic (& valuable) nuts & bolts advice for managers or spokespeople who lack pr background. Titled "Management & the Media," it deals primarily with the role of media communication in labor-mgmt disputes. But its guidelines apply equally at other times. For example, it advises: a) Never say "no comment." If your hands are tied, say so. b) Try to be first with the news -- even if at the time the news seems unfavorable. It's simply written, understandable and offers good advice. A useful guide for managers in your organization who aren't trained to deal with the media -- but might have to one day. (Free from Ontario Editorial Bureau, 15 Toronto Street, Ste. 200, Toronto, Ontario M5C 2E3)

¶Acronyms that spell out 4-letter words are eye-grabbers. One aroused the interest of the Boston Globe: "New England Council sponsors LUST forum. Holy cow! The staid New England Council recently sent out a report that certainly caught our attention. The headline said the council would sponsor a forum on LUST. Reading on for more details, we were shocked to discover that LUST actually stands for Leaking Underground Storage Tanks."

Language Research

Annual Reports

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