

Society expects more than traditional services from organizations today -- it wants commitment to improving the quality of life. Some positive milestones:

1. 75% of American companies have written codes of conduct to guide mgmt decisions. 20 yrs ago, only about 40% had such codes. Survey by Johnson & Johnson shows those corporations ranking highest in social responsibility also do best in growth earnings per share (see prr 1/30/84 & 2/6/84).

2. Ethicists, usually clergy or philosophers, are being called into org'ns to deal with specific cases.

3. Pillsbury created a public responsibility cmte as far back as 1966. Johnson & Johnson's credo, which became well known during the Tylenol case, was adopted in 1947. James Burke (Tylenol's chrm) told the media, "The firm's long-standing ethics code played the single most important role in the firm's decisionmaking during those dark days."

4. Polaroid's program started with a code of ethics & policy statement that translated to actions: a) conference on ethics, b) environmental auditing program, c) public issues committee, d) foundation for corporate giving, e) personnel policy statement, known as PP-101, outlining common employee values. These include:

¶People tend to be more industrious when they feel the job is worth doing, challenging.

¶People act more responsibly when given responsibility for their own actions.

¶People work better with incentives.

Gallup Poll ranks public's trust of 24 major vocations. PR is not included (sic!) but where would we place?

Vocation	Trust
Clergy	63%
Pharmacists	59%
Dentist	52%
Doctors	50%
Engineers	48%
College teachers	45%
Police officers	44%
Bankers	39%
TV reporters/commentators	36%
Newspaper reporters	30%
Funeral directors	30%
Lawyers	25%
Stockbrokers	21%
Senators	20%
Business execs	19%
Building contractors	19%
Congressmen	15%
Local officeholders	14%
Realtors	14%
Labor leaders	14%
State office holders	12%
Insurance sales people	11%
Advertising execs	9%
Car salespeople	6%

¶People tend to give 100% to a job when they really understand the organizations objectives.

¶People work better when there's concern, mutual respect & honesty among them, regardless of job status.

WHO'S WHO IN PUBLIC RELATIONS

HONORS. First Joseph Roos Community Service Award of the LA/PRSA to Patricia Smith for 30 yrs of service to non-profit org'ns from NJ to Calif.

ELECTED. Lawrence Van Hoose (mktg dir, Mercy Health Center, Oklahoma City) named pres-elect of Amer Hosp Assn's Amer Society for Hospital Marketing & Public Relations (ASHMPR).

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WHEN PUBLIC RELATIONS WORKS SYMBIOTICALLY WITH ADVERTISING, EFFECTIVENESS INTENSIFIES FAR BEYOND THE VALUE OF THE 2 ELEMENTS ALONE. TO WIT: BURGER KING'S "IT'S NOT TOO LATE, HERB" CAMPAIGN

Classic teaser campaign was conceived by vp's Ray Casas & Jim O'Connell of Hank Meyer Associates (Miami). "We wanted to get people talking about Herb without identifying the product. We kept it noncommercial for as long as possible," Casas told prr. Burger King's identity was to remain secret until the ad campaign broke Nov 24.

All involved personnel were required to sign non-disclosure statements. Outside vendors & extras had no idea why they were doing what they were doing. Goals were 1) to get millions of people thruout the country to wonder who Herb is and, 2) after the first ad ran, why Burger King wants him.

Local Firms 48 pr representatives thruout the US were hired to

promote the campaign locally, plus Canadian representatives. They were given the basics -- newspaper ads, posters, airplanes towing the same statement, "It's not too late, Herb." Instructions were to get the message out in as many ways as possible to as many people as possible. Teasers began Nov 2.

In high-traffic areas, people costumed as a clock, a turkey, Dolly Parton, a mime carried "It's not too late, Herb" posters and handed out flyers. Anonymous "It's not too late, Herb" ads ran in 80 newspapers. Airplanes towed the message over parades, beaches, car races, NFL & college football games -- 125 flyovers in all.

Fall Back Strategy In Case Of A Leak

"Ideally, we hoped to keep the same message thruout the 3 weeks before ads. But we designed a contingency plan in case the story behind Herb leaked." It did. Adweek did a lengthy piece early on. On Nov 15, USA Today did a story based on Adweek's. The contingency plan was put into action. Message was changed to "Everybody's talking about you, Herb," now with a Burger King logo displayed. "We figured we would lose the teaser element because the word was out, but we could still reinforce the message of Herb & Burger King."

"HMA was asked to create a public relations campaign to draw attention to Herb, to the advertising and to Burger King in general. I think they expected us to set up a few interviews with Ad Age, Adweek and other trade magazines. Instead, we designed a 5-month, 5-part, \$500,000 promotional program, staffed by a team of about 75 people in 48 cities. In the teaser segment of the program, Burger King's name was never mentioned -- a rather bold idea. BK's identity was to remain a secret until the ads broke."



Publicity Hook  
Was The PR Events

Because it had already broken in the mass media, local pr reps were given the high sign on Nov 18th to pitch the story -- emphasizing their local pr efforts. Chicago Sun Times ran a 3-column picture of the human clock. AP moved a story. In Arizona, a columnist named Herb did a personal piece explaining why he goes to Burger King. San Francisco columnist Herb Caen "who wasn't as fond of the idea" also wrote about Herb. Former Minnesota hockey coach named Herb, who had talked about going into politics, received mentions. "Use of Herb without commercial tag line helped create this interest. We believe it parlayed into coverage of the campaign. It made it easier to get editors interested in our story."

Results Over 300 clips resulted. "About half were locally produced stories. The rest were from wire services. It shows that people in each market were interested. We have no way of quantifying how many thousands of radio mentions there were. People called radio request lines asking to dedicate songs to Herb, or that music by Herb so-and-so be played, and talk show hosts were asked 'who is Herb? I saw a banner in the stadium, so what's going on?' How can you measure that? Or measure the response of the flyovers? If our goal was to get people interested in & talking about Herb, we accomplished it."

Made Management  
PR Conscious Another measure is what it did internally at Burger King. Fast food chain has 13 regional marketing directors thruout the US & Canada. "They'd never done this type of thing in conjunction with an ad campaign. They became very excited about it. It got them thinking in public relations terms. They've become public relations oriented."

First phase of the publicity campaign is over. But it has been announced that Herb will be found. "Next phase begins during the Super Bowl." Plans are being finalized now.

QUITTING SHOEMAKER'S CHILDREN TREND,  
KETCHUM STARTS OWN E.R. PROGRAM:  
"THE PLACE TO BE"

Such offices are fertile ground for employee relations problems.

Ketchum Public Relations' NY office responded last year with a program that's showing results. "One of the reasons we do this is to reduce employee turnover," sr vp Mitch Head, coordinator of "The Place To Be" prgm, told prr. Before the prgm began, turnover rate among professionals & support staff was 35%. "As a result of the program" it went down to 22%. "We believe it helps in recruiting, too." Program includes:

1. Monthly luncheon meetings with guest speakers. 8 were held with 10-20 employees attending each.

2. Mini workshops. 1 on advanced writing (2 hrs/day for 6 wks); 1 on presentation skills (3 hrs/day for 1 wk).

3. Mgmt roundtables. These are usually held during breakfast or lunch, run 1-1/2 hrs, are open to

Building good relationships is the essence of our profession, but how many practice it in their own shops? Especially when everybody is racing to meet deadlines.

all employees to discuss whatever questions they have for mgmt. 3 were chaired by exec dir John Paluszek, 1 by pres David Drobis, 1 by CEO Paul Alvarez.

4. Account coordinator program. "Secretarial staff participates, too. After about 1 year they're eligible to move into professional staff. The account coordinator position is junior entry level. It's designed to give

them a career path. We promoted 4 secretaries into this position in '85."

5. Tuition reimbursement program. 5 employees took courses at NYU or local colleges. If employee earns an A or B grade, Ketchum picks up the tab. If grade is C or lower, employee pays.

6. Encourages professional society accreditation thru internal preparatory workshops. "We put 4 people thru accreditation this past year."

7. Ketchum Lab -- an internal competition to come up with a product, service or resource that can be used

by the firm for its clients. Winner receives \$1,000 bonus for personal use plus a grant of \$5,000 to develop the concept.

8. New employee orientation prgm. During their 1st week, new employees are assigned a buddy (or mentor) to explain the job, show him or her the ropes. 75-pg Account Management Handbook helps employee learn resources & procedures within the firm.

9. Firm pays: a) dues for one professional org'n the employee wishes to join; b) costs of accreditation; c) fees for outside PD courses; d) professional orgn's chapter meetings.

In all, 750 hrs of staff time was spent on PD in '85, or 16 hrs per employee. Program will be expanded in '86, says Head. 4-pg report on the program was distributed to all employees in the NY office and to dirs of other Ketchum offices. (For copy, write Head at 1133 Avenue of the Americas, NYC 10036; 212/536-8848)

PREPARING EARLY FOR THE NEXT HOLIDAY SEASON

As you clear away the Christmas cards, here are 2 ideas received at prr this year you may want to purloin. One for its simple, but loaded, statement; the other for the gift it offers the public:

1. Apple Computer's card is a hard-hitting pr message. High-gloss white, it has a small grey rectangle glued to the front on which is printed in white, "All is calm." Inside, again white on grey on high-gloss white, are the words, "All is bright." A small picture of company's multi-colored apple housemark appears opposite. Its simplicity is graphically powerful; the message, brilliant for a company being painted as "troubled."

2. Padilla and Speer's card announces a public service. "A Minnesota Christmas," presented by Minnesota Public Radio on Christmas Eve, is an hour of music by a variety of area performers, composers & ensembles sponsored by the Mpls firm.

ETHICS ISN'T ONLY NICE  
IT PAYS OFF ON THE BOTTOM LINE

overlooked in today's permissive, dog-eat-dog society, Ramsey urges attention to it because it identifies the organizations & individuals worthy of winning public consent.

"Public relations' highest priority is public responsibility," says Bill Ramsey, chrm, PRSA Board of Ethics. Tho ethics can easily be