

ice cream. Also with hospitals to serve Edy's to patients.

3. **High visibility, good WOM starter.** Couriers will deliver ice cream goodies to tonsillectomy patients in the hospitals.

"We just started the program the other day, but already we've had inquiries from the Atlanta area. We hope to really develop the idea along the East Coast."

**PRINT, TV JOURNALISTS SPAR OVER USE OF VNRs** "VNRs are no different from press releases which the print media uses all the time," Annette Minkalis, svp West Glen Communications (NYC), told pr. "But print media attack the broadcasters for use of VNRs."

The charge is that VNRs present only one side of a story and are run as is, while press releases are usually incorporated into an article. But West Glen polled 700 tv news directors nationwide, found majority (65%) retain editorial integrity by a) incorporating footage with other b-roll or b) by retracking the voice-over with one of their own reporters. 89% expect their use of VNRs to stay the same or increase in '91. Other findings parallel directors' preferences for PSAs (pr 4/8):

1. Most popular subjects for VNRs are medical or health-related, followed by consumer tips. Hi-tech and business stories trail the list.
2. Cassette (hard copy) is still preferred over satellite.
3. Trend is toward Beta cassettes. Tho the majority still use 3/4" U-matic format, 27% prefer Beta. (More from West Glen, 1430 Broadway, NYC 10018-3396)

#### ITEMS OF INTEREST TO PRACTITIONERS

**Did You Know Last Week Was National PR Week?** Few are savvy to fact that last full week in May is special for practitioners. "The idea is to call attention to the fact that pr is the biggest thing in everything," organizer Richard Falk (NYC) told pr. "It's what gets presidents elected!" Falk, whose own version of the practice seems to be publicity and press agency, says pr people are always giving credit to others, should be spotlighted for a change. He sends out release which gets picked up here and there, broadcast on radio stations. "Some people get involved and hold contests, etc." Commemorative week is about 30 years old.

**If Your Organization Needs To Keep Up With What Activist Groups Are Doing** & thinking re the environment, peace activities, right sharing of world resources & similar issues, best way to find out early is to read Peacework. The last quarter century shows these are the groups that launch issues & movements. Keeping up with them enables practitioners to deal with issues while still in the latent or emerging stages. (2161 Mass Ave, Cambridge, Mass. 02140; 617/661-6130)

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## THE HUMANE CORPORATION IS NOT AN OXYMORON; CONCEPT GOES BEYOND CONSCIENCE TO COMMON SENSE

As socio-economic-political forces demand it, corporations are becoming more sensitive to the wants & needs of an entire spectrum of publics. "In the last 10 years, corporate values & concerns have changed dramatically," notes John Paluszek of Ketchum (DC). "The change seems to be stemming from pr theories," i.e. people's needs are at the hub of the dynamic. The wise response is to listen to, respond to, involve & empower people.

**MARKETPLACE CHANGES** Increasingly **people buy not only products but the companies that**

**market them.** A wealth of data confirms that consumers at least **want to buy** according to their consciences. Guidebooks like Shopping for a Better World help them by identifying which brands help the rainforests, which have poor pollution records, etc. Social marketing is hot again -- and very straightforward. As Candace Bergen asks in Sprint's tv spot offering environmental donations: "Is Sprint doing this just to get your business? What's the difference. They're doing it."

"Humane" bothers some people, Paluszek finds. But humane = human = people = publics.

**INVESTMENT COMMUNITY** Societally responsible investing is catching on across the board. Bank trend, for example, is to invest toward depositor's pet cause (pr 9/25/89). More investors screen companies for societal behavior. "Profitability, of course, is still a responsibility, but more and more, punishing the culprit and rewarding the socially responsible is the trend." In NY and Calif, social responsibility is a major factor in investments of state pension funds -- among the largest holders of stock.

**HUMAN KINDNESS TOWARD EMPLOYEES** In The Nice Company, author Tom Lloyd (ed, Britain's Financial Weekly) maintains good guys finish first. He examines the culture of organizations like Hewlett Packard, which keeps as its credo a commitment to employees.

"HP considers people its greatest value," Mary Lou Simmermacher, press rels rep, told pr. "We strive to create an environment where employees can grow & develop." HP supports education & lifelong learning, focuses on achievements, implements programs which encourage a) flexibility,



b) innovation, c) trust, d) teamwork. HP has maintained these values for 55 years. "Our processes change, but our policies do not."

Paluszek feels organizations have no choice but to follow this lead. "The baby boom is behind us, the numbers entering the workforce are declining. Organizations will have to demonstrate new policy in terms of hr." He notes that the emerging organizational culture, in its efforts to satisfy internal publics thru daycare, career assistance for spouses, etc., far outdistances government efforts.

**GLOBAL FORCES BEHIND THE TREND** Hard-headed business sense is driving it. Consider such trends as alternative dispute resolution (pr 5/13), green marketing & similar win/win activities.

In recent encyclical, Pope John Paul says, "The free market is the most efficient instrument for utilizing resources and effectively responding to needs. But there are many human needs which find no place in the market." Pope calls for organizational skills in "the ability to perceive the needs of others and to satisfy them."

The Humane Corporation seems to be a product of the sweeping trend which ousted oppression in the Eastern Bloc in favor of rights of the individual. "The collapse of socialism indicates that Western Capitalism has evolved into a process where it can deal with social needs. It's a stage of maturation," says Paluszek. "I think we're in adolescence."

**GROWING PAINS** Like any transition, discomfort is unavoidable. Paluszek outlines some of the negatives.

1. **Cost.** Who foots the bill? "It's processed thru the corporations then down the chain of business." That means the very publics that demand change end up paying for it. "A company will not absorb the costs of a program if it reduces their profitability to zero." An ass'n monitoring the Clean Air Act says it could cost up to \$104 billion a year, that a typical household could pay \$1,700 a year in hidden costs. But is there really a choice?
2. **Tension** created by conflicting publics. Consumer groups may demand opposite of environmentalists. Even if you're not in the middle of it, you may be forced to take a stand on an emotional issue like abortion.
3. **Doing The Right Thing.** What the public may perceive as ethical may not be. Apartheid raised this question when a Zulu chief came to the US and asked consumers not to boycott companies dealing in S. Africa because divestiture would cost blacks their jobs.
4. **Personal Liability.** Greater responsibility to groups means greater risk. "CEOs are now concerned about having to go to jail in restitution for their employees' responses to environmental situations.
5. **Perception.** Exxon could've reacted more intelligently than it did after Valdez, but were its actions leading to the mishap that unethical? "A lot of other companies said 'There but for the grace of God go I.'"

**WHEAT PRACTITIONERS SHOULD TELL CLIENTS** 1. **Timing is everything.** Exxon lost its chance. "There is a right time to be active, then the window of opportunity is gone, sometimes forever."

2. **Find the middle ground** between profitability and altruism. "Don't tell them to indulge in some vague, soft-headed notion of unidentifiable corporate social responsibility, but rather address crunch issues with bottom line impact for the 90s and beyond."

3. **Relationship building** is integral, but **relationship management** is key.

**KETCHUM FINDS IN CLOROX CASE THAT PRUDENCE IS THE RULE WHEN YOU PUT ANYTHING ON PAPER THESE DAYS**

The firm would like to lay low following the leakage of a crisis plan it drafted for client Clorox. "That's pretty much our strategy," pres Dave Drobis told pr. "Remember, this is a client & our communication with them is considered confidential."

Ketchum's strategies to help Clorox deal with potential issues is getting lots of the wrong kind of press play. Based on Greenpeace leak (where it got the document is unclear) plan reportedly outlined responses to possible enviro attacks: 1) if a newspaper columnist calls for a boycott, think about suing him/her for slander; 2) if a scientific report links chlorine to cancer, try to cast doubt on methodology & findings; 3) deal with "unalterably green" journalists by accusing them of environmental terrorism. Risk management theory casts doubt on these approaches -- if indeed that's what the plan advocates.

However, the only crisis has been the leak. Media is hooting at Ketchum, saying the joke is on them. Greenpeace says it never planned to target Clorox. Clorox is distancing itself. Ketchum is on tenterhooks trying to be responsive to queries, yet unable to say much due to client confidentiality. "It was a standard issues management plan," Drobis says.

**TARGETED PR AIDS SALES: ICE CREAM MANUFACTURER TARGETS TONSILLECTOMIES**

Oakland-based Edy's Grand Ice Cream exemplifies potential of ultra niche markets -- it offers freebies to tonsillectomy patients, mostly kids. "We got the idea from a little boy who wrote that he was recommending tonsillectomies to all his friends so they could eat lots of ice cream," spokesperson Jennifer Howard told pr. PR department figured this was an interesting hook, dubbed Edy's "official ice cream for tonsillectomies." It proceeded with campaign that includes:

1. **Care package.** Anyone sending proof s/he recently had a tonsillectomy, or will have one in the near future, gets quart gift certificate, 5-color pen set, coloring book, decorative pin.
2. **Partnerships with physicians, hospitals, charities.** Edy's is working on establishing relationships with doctors, supplying them with tear sheets made to look like prescription pads but are really gift certificates for