

## EARLIEST FOUNDING DATES

- 1781 Corestates Financial Corp (Bank of North America)
- 1784 Bank of Boston Corp (Massachusetts Bank)
- 1784 Bank of NY Co. Inc. (Bank of NY)
- 1791 Fleet Financial Group (The Providence Bank)
- 1792 Cigna Corp (Insurance Company of North America)
- 1792 Shawmut National Corp (Hartford Bank)
- 1799 Chase Manhattan Corp (Manhattan Co) organized to pipe drinking water to Manhattan

"We then sent this information to various publications across the country. The Centennial Survey was printed in newspapers thruout the US & in the Spring '96 edition of the *Business History Review*, published by the Harvard Business School, "which identifies the survey as a "potentially valuable research tool...a valuable birds-eye view of the dynamics of American economic development." (More info from Burke, 407/727-9126)

## ITEM OF INTEREST TO PRACTITIONERS

¶ **Handbook of best practices & expert advice on developing an intranet** -- an internal corporate web site -- is available from IABC. Focuses on issues of interest to corporate communicators, including content & policy development. Offers examples of how intranets have improved employee communication in several org'ns -- eg, Digital, Levi Strauss, Mayo Clinic. Also includes a section with non-technical tips on effective writing & design for the web. (*Intranets Handbook: An Overview for Communicators*, \$40, \$60 for nonmbrs; 415/433-3400)

## LATEST NEWSPAPER CIRCULATION DATA

Practitioners wish this were readership rather than just circulation, but:

Top 12 Daily Papers (by circulation)		Top 12 Sunday Papers (by circulation)	
1. Wall Street Journal	1,841,188	1. USA Today	2,009,223
2. USA Today	1,617,743	2. NYTimes	1,746,707
3. NYTimes	1,147,075	3. LATimes	1,391,076
4. LATimes	1,011,046	4. Washington Post	1,140,564
5. Washington Post	825,615	5. Chicago Tribune	1,066,393
6. (NY) Daily News	737,108	6. (NY) Daily News	1,010,504
7. Chicago Tribune	655,625	7. Philadelphia Inquirer	901,891
8. Houston Chronicle	551,553	8. Dallas Morning News	803,610
9. Newsday	547,729	9. Boston Globe	777,902
10. Dallas Morning News	527,839	10. Houston Chronicle	764,443
11. San Francisco Chronicle	489,074	11. Atlanta Journal-Constitution	715,397
12. Boston Globe	481,230	12. (Mpls) Star Tribune	682,318

(Luce Top 100 Dailies chart is free from Luce Press Clippings, 42 S. Center, Mesa, Arizona 85210; 1-800-528-8226)

## COMPUTER, PRINT OR VIDEO, COLOR STILL KEY TO BUY-IN

With color copiers and color computer screens & printers, b&w is almost passe. Research shows that lasting impressions are made within 90 seconds, & color accounts for 60% of our acceptance or rejection, notes the first issue of Kinko's *the new way to office* -- its quarterly newsletter on communication solutions for small businesses. It offers these suggestions:

- **Use color sparingly.** Concentrate it in a few large areas on a page rather than scattering it thruout a document. Be careful with colored headlines. They may grab all the attention & cause the readers to skip over adjacent text.
- **Avoid too many different colors.** The human brain seeks a sense of order. It cannot process chaos (despite claims of pubs like *Wired*). Too many colors confuse & cause the reader to reject the image. Black plus 1 or 2 accent colors is best. An effective use of one accent color is at full value in some areas & screened (a lighter tint) in others.
- **Use color to communicate, not decorate.** A color scheme should be easy to understand so it enhances & simplifies a document. Apply color consistently & use it to link elements together logically.
- **Don't sacrifice legibility.** Limit color in body copy -- & make sure it contrasts strongly with adjacent colors. Colored or reversed type may need to be larger & bolder. Be very careful with backgrounds. Black text on white background is the easiest to read, otherwise you may sacrifice legibility.
- **Select colors to convey an image.** Make sure the colors work well in both presentation & printed pieces. Be consistent.

Image	Color Groups
High-tech	Neutral grays with accents of bright colors
Tranquil	Cool colors & grays or pinks & grayish reds
Exciting	Bright red with black or a contrasting background, such as yellow
Sophisticated	Purple with grays, pinks, red-blues, or a contrasting color such as yellow
Natural	Dark, muted grayish blues, greens, browns & reds.



## THE LANGUAGE OF COLOR

Color	Emotional Responses Your audience may interpret the message as:	Business Implications When using in biz com'ns, be aware:
Red	Aggressive, passionate, strong, vital	Excellent for accents/bold statements; can be associ- ated with debt; stimulates appetite
Pink	Feminine, innocent, soft, healthy	Be aware of its feminine associations
Orange	Fun, cheerful, warm, exuberant	Use to highlight info in graphs & charts
Yellow	Positive, sunshine, cowardice	Appeals to intellectuals; great for accents; too much can unnerve
Green	Tranquil, healthy, fresh	Deep tones convey status & wealth; pale tones are soothing
Blue	Authoritative, dignified, secure, faithful	Implies fiscal responsibil- ity & security; most uni- versally popular color
Purple	Sophisticated, expensive, royal, mysterious	Use for upscale & artistic audiences; too much can overwhelm
Brown	Utilitarian, earthy/woody, subtly rich	Often signifies less impor- tant items in documents; good choice for environ- mental materials
White	Pure, truthful, contemporary, refined	Dark colors are enlivened when surrounded by white space; can be refreshing or sterile
Gray	Somber, authoritative, prac- tical, corporate	Always correct for conserv- ative audiences; a good accent for neutralizing brights
Black	Serious, distinctive, bold, classic	Creates dramatic effects; great background color

(Free newsletter from Kinko's, 255 West Stanley av, Ventura, Calif  
93002-8000; 1-800-2-KINKOS)

## FEDERAL PR EXPENDITURES UNDER REVIEW -- AGAIN

House Committee on Science is checking on how agencies in its jurisdiction spend pr dollars -- especially Dep't of Energy. "We're asking how much money they're spending on pub afrs (gov't euphemism for pr). Gov't Acctg

Ofc is looking into that but not for an official or formal report, just gathering the info for the chairman" (Rep. Rob't Walker (R-Pa.), dir comms Melissa Sabatine told prr.

"We're not looking at just DOE. DOE in particular did not release a lot of info so GAO is going to go back & try & work with them because they weren't very forthcoming with their info."

Why? "I believe because there are a lot of expenditures that seemed a bit out of line & it's part of the normal oversight function of the committee. And in particular DOE -- remember the Hazel O'Leary stories? -- and a lot of questions about the wise expenditure of taxpayers dollars & what exactly was being spent."

Energy Sec. O'Leary has kept pr in the spotlight (see prr 11/20/95). But could this be political in an election year? Does gov't spend too much -- or unwisely -- on pr? Grapevine reports GAO is carefully scruti- nizing expenditures for pr firms & related entities.

## PA SALARIES GOING UP NICELY BUT BONUSES ARE THE KICKER

Foundation for Public Affairs' salary survey shows the base salary of most senior corporate public affairs execs has increased 9% over 2 yrs ago. The average base salary of the 7 corporate pa staff positions surveyed are: 1) top pub afrs position (\$161,196, up from \$148,000 2 yrs ago); 2) top federal gov't rels position (\$127,873, unchanged from 2 yrs ago); 3) top community rels position (\$95,956); 4) top corporate contributions position (\$91,551); 5) top state gov't rels position (\$103,714); 6) regional mgr of state gov't rels (\$94,655); 7) state gov't rels representative (\$82,954).

The importance of bonuses has grown since data was collected 2 yrs ago. Of top PAOs who are bonus-eligible, for example, their average bonus is 42% of base salary; for the top federal gov't rels position, it is 30%.

Questionnaires were mailed to 1100 companies, including each corporate member of the Public Affairs Council. Representatives of 137 corporations completed them -- a 12.5% response rate. (Copy from Fdn for Public Affairs, 202/872-1750; \$100 for participants, \$250 for nonparticipants)

## HERE'S A NEW IDEA FOR PUBLICIZING ANNIVERSARIES

Used by Harris Corp, which celebrated its 100th last year. "This milestone made us curious about how many other Fortune 500 companies have also celebrated their 100th birthday. We discovered that a survey answering this question had never been done before," Jim Burke, dir media rels, explained to prr. Idea is ripe for all other fields, so have at it!

The '94 Fortune 500 companies were sent questionnaires to discover their founding year, original name & initial product or service. A timeline was created. 193 (39%) of them are at least 100 yrs old. About half (247) were founded in the half century from the 1880s thru the 1920s.